

# VARIETY

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72 PAGES

## SHOW'S BIGGEST BALLY

### He-Men Crooners, Male Leads with High C's and B.O., H'wood's Big Need

Hollywood, Oct. 8.

What pictures need is a good, medium-priced, he-man leading male who can sing. The hunt for one of this type is on and it's something terrific. Every studio in town is testing anyone who comes along who can gargle. Looks count; he must be around six feet and have fumme appeal. It's no joke. There are a flock of young lads around who can croon, but they lack the bice or physique that fits.

King Crosby, Larry Ross, Dick Powell, Carl Brisson and John Boles are tops among the yodeling leads. All are limited more or less in their work. Now can they be in all the pictures wherein a song is required from the lead.

Currently Nick Moran, Phil Regan, the yodeling gendarme, and Joe Morrison are hoped to be camera. It only Clark Gable could sing! But most all 'round male leads who are box-office attractions can't carry a tune.

It's the toughest casting problem the studios have at the present. Every producer wants some music in his pictures even if it's only a hum. Even a hum would be appreciated if it came from Leslie Howard.

Paramount has Crosby, Ross, Brisson and Morrison. Warner and Fox each have one singer in Powell and Boles. Metro pins its hopes on Regan. Radio and Universal are depending on the talent scouts.

### B'way's 'St. of Hits' Going Coney Too? Grind Pix on 45th

Various gravels are starting up in legit circles over the threatened cheapening of 45th St., which succeeded 42nd St. as the most important street for legit production.

Reason is the loss to legit of two houses on the block during the past couple of weeks, one going grind films. That's the Bijou, which Walter Rado is switching into an all-cartoon policy starting immediately. Avon is the other house, it having become the Columbia Broadcasting system's outlet No. 2 recently.

Also John Golden, when switching the Royale over to his own name, they feel it's still another Coney Island spot aimed at passing clients.

In recent seasons west 45th St. has enjoyed the rep of the street of bala.

### Ol' Rockin' Chair

John Chapman, N. Y. Daily News columnist, published the following in his last Friday's (5) column:

Mrs. George S. Kaufman is co-author of 'Divided By Three,' and her husband is co-author of 'Merrily We Roll Along.' The other night some one asked them what they planned to do with all the money the family must be earning in royalties.

'We have,' replied G. K., 'considered endowing a chair of English for Vamers.'

### COLLEGE GRADS BETTING RING STOOGES

Los Angeles, Oct. 8.

College grads out this way are stoging for gamblers. About 100 of the class of '34 have been hired by a betting ring to go out into the county and find out how the citizens are going to vote Nov. 6.

Lads pose as students of political economy at one of the universities and this bit of taking a cross section on how the votes will be cast is part of the curriculum. Their info is considered real low down.

Betting commissioners up north are figuring to conduct a similar canvass in the bay region. When the returns are in from both sections of the state shortly before balloting day it is thought that such a harometer will be far more reliable than the usual straw polls.

### FILM AS BACKGROUND FOR OPERA IN PARIS

Paris, Oct. 8.

Film is to be used at the Paris Opera in connection with revival of 'Sigurd' opera by Camille de Loc. Alfred Blau and de Reyer, first performed in 1895.

Replacing the old sets, motion pictures will be projected from back-stage during performance of several scenes, notably one in which the palace burns. Flames will thus lick the singers as they proclaim their emotion, instead of remaining still and painted. Film will be silent, leaving noise of the fire to the orchestra for reproduction.

### \$226,000 'WALTZ' FUSES 3 FIELDS

Financial and Moral Backing from Air and Films for Gordon Legit in Radio City—NBC Broadcasts, RKO Trailers

#### TOP DRIVE TO DATE

Radio and picture interests in support of legit give an indication of a new kind of show business. That is the set-up for 'The Great Waltz' at the Center, New York, the 3,700 seater in Radio City (Rockefeller Center) and it presents a challenge to Broadway as the show center.

'Waltz' is a \$226,000 production in which Radio Corporation of America, RKO and the Rockefeller are participating with Max Gordon, its producer. Most costly show since the depression started, it not only has the financial backing of those three groups but is given every facility for exploitation.

In working out what appears to be the solution of operating the smaller of the Radio Center theatres, the combined groups invested \$125,000 in the production. Max Gordon originally put up \$20,000 and added another \$15,000 as per agreement, with about \$25,000 still to be paid off. Show's pace improved last week, takings being \$40,000.

While it appears that Gordon took a bigger chance than the big three interested in putting the show and theatre across, there is immense support coming from the latter in other ways. 'Waltz' virtually has (Continued on page 79)

### Goodwill Zoomer

Hollywood, Oct. 8.

Warner has made Capt. Hoose Turner an official representative in the England-to-Australia air race in which he is entered. Ace will do some good will chattering for the studio while abroad.

Possibilities also that he will photograph certain portions of the race which if okay may be incorporated into a picture. Later is only an idea yet with writers asked to submit plans.

### Picking 'Em

Benny Friedman, who used to gladden the heart of Michigan's Pop Yost and who is now rejuvenating football at C. C. N. Y. as coach, will be picked 'em weekly for Vamers starting with this issue.

His guesses and reasons appear on page 47 of this issue.

### Swank and Costume Changes for Mary Pickford's Debut on Air

Hollywood, Oct. 8.

Mary Pickford has started something that is likely to develop complications. Then again it may not be Mary's fault at all. It so happened that when the picture star walked onto the stage at the NBC studios for her initial Royal Demerit program the following bit of swank greeted her: special lighting effects, plush drapes and a generous sprinkling of flowers at her feet.

It is most likely that the agency chaps festooned the bare stage with all these fripperies. Also there was the unmistakable scent of violet in the air as the invited guests piled into their pews. Nor were the auditors out of line with the surroundings. Press, stage, screen and society made up the 400 or more that packed the auditorium. White ties and décollete gowns were not lacking.

It was the first class air show this town has seen. More like a first night along the boulevard than the milking of an ether recruit. An experiment it was and its reactions are being closely noted. Studio attaches figure that other film names may demand the same sort of setup. That may mean temperamental fareups and sulky performances.

Another departure innovated by Miss Pickford is also likely to have repercussions in production ranks. To completely capture the mood of (Continued on page 47)

### EUROPE 'CALLS' WHEN WHISTLE BLOWS

Hollywood, Oct. 8.

Greatest load of hoosey being dumped in Hollywood these days is the reported European offers being handed to writers, directors and players. Every time one of these lads wants to see his name in the papers, he announces that he has received an offer to appear in English, French or German pictures.

While many Hollywood people have tripped to Europe during the past few years, the number who have worked in foreign pictures is negligible in comparison to those who allegedly have had offers. Particularly, these offers of foreign employment all come when it is getting near option time and the one offered feels that the aid of a personal press agent might help convince Hollywood of his or her (Continued on page 71)

### 27 CRIMSON WEEKS, AND STILL TRYING

Trenton, Oct. 8.

Despite the fact the State Theatre Stock Players played 27 weeks last season to almost empty houses and without seeing black once, plans are under way for the launching of a new season at the same house, State theatre.

Policy, it is said, will be the same. Everything, in fact, will be the same, although the banker, G. D. Wilkinson, hopes at least one thing will be different. That's the box office.

### Increased Enrollment Hopping Grosses in Collegiate Towns

Chicago, Oct. 8.

Show business throughout Iowa, Minnesota, the Dakotas and Kansas is in line for increased business due to the upped registration at the colleges and universities this year. New student enrollment went up anywhere from 40 to 80%. Iowa University at Iowa City expecting only 4,696 or 9,960 not 15,000.

This effect is expected in the towns having theatres close to the schools and particularly on stage attractions.

Cleveland, Oct. 8.

Charlie Horvath and Detroit syndicate are taking over old Crystal Slipper and reopening it Friday (12) as the Trianon with Maurice Spitalny's band breaking the ice. Bud Hallett following Oct. 24.

Located in heart of college section, ballroom has been dark for almost year, due to thin college pocketbooks. Pickup in campus life is also becoming nabe cabaret, with Arthur Hartley, ex-master of ceremonies, meeting with Bob Osborne in opening nearby Ditty Moods Club.

# Chain Income from Time Sales

	1934	1933	1932	1931
January	\$2,373,923	\$1,909,885	\$2,630,447	\$3,026,080
February	2,197,297	1,742,754	2,371,000	1,924,778
March	2,472,400	1,997,483	2,804,789	2,264,424
April	2,308,318	1,899,177	2,849,892	2,186,880
May	2,472,504	1,965,487	2,865,448	2,101,536
June	1,812,742	1,512,130	2,091,406	1,931,185
July	1,864,429	1,379,809	2,638,432	2,027,875
August	1,745,555	1,407,443	1,745,389	1,892,457
September	1,800,166	1,556,006	1,807,789	1,951,930
Total	\$19,588,215	\$14,809,777	\$20,487,211	\$19,216,340

  

	1934	1933	1932	1931
January	\$1,405,944	\$941,465	\$1,344,843	\$992,114
February	1,237,828	884,977	1,319,414	750,621
March	1,524,004	1,016,102	1,480,060	1,110,830
April	1,371,601	775,189	1,364,502	1,070,108
May	1,255,867	424,256	1,326,944	1,006,252
June	925,930	555,066	918,230	1,087,230
July	620,930	446,419	581,162	877,368
August	605,239	499,828	416,242	774,518
September	706,491	547,192	665,183	947,138
Total	\$9,508,112	\$6,267,008	\$9,818,526	\$8,850,008

## Radio Pulse Strong During Sept.;

NBC, \$1,860,166, Is 20% Over '33; CBS Ascends 26% Above Year Ago

September-time money for both NBC and Columbia came up to expectations. Differences between that month's gross and the takings for August was about normal in percentage as compared to other years. Last month's tally gave NBC a 20% edge over the September '33 figure. Columbia's margin in contrasting the same two periods amounts to 25%.

NBC this past month did \$1,860,166 and came within 4% of its record September total, \$1,951,536, which dates back to 1931. In 1933 NBC's September income from facility sales was \$1,586,000.

Columbia reported \$706,491 for last month. This does not include the time sales for its Pacific Coast affiliate, the Don Lee Network. The NBC figures carried here does include the business done by its West Coast division. In September '33 CBS garnered \$547,393, while in 1931 the parallel month brought it a gross of \$447,138. Despite this difference, Columbia's accumulation of total for this year is almost \$300,000 over the tally for the first nine months of 1933 and approximately \$1,500,000 over the same span for '31.

With the current month seeing both national weeklies have launched their 1934-35 season, the indications are that each will set a new October record. Figures that NBC has to show for is \$1,313,091, gathered in October '31, while Columbia's previous October high is \$1,123,738, established last year.

## JOHNSON COSMETIC CO. SAPOLIOS 1935 COPY

Chicago, Oct. 8. Merle Johnson cosmetic company is returning to the ether on Nov. 1 with a number of spot programs. Company has cleaned up its copy considerably, following several tough spots last year. Have submitted their new copy to the postal authorities and received governmental okay.

It remains a mail-pulling stunt, company offering \$4.45 worth of toilet goods for two bucks. Tied in with the bargain stunt is a price offer of an auto, and cash.

## Guy Earl Goes East

Hollywood, Oct. 8. Guy Earl of RKO leaves here today (11) for Washington to testify at the hearing to be conducted by the Federal Communications commission on the plea of auditors and religious factions for free use of 25% of radio frequencies for educational purposes.

Earl lines up with other radio operators who are fighting this move.

## WCOA, Penacola, to CBS

Negotiations are on for WCOA, Penacola, Fla., to come in on the Columbia roster of affiliates.

Outlet operates at 500 watts and unlimited time.

## LEGIT MANAGER SNUBS RADIO

If radio wants Jasper Deeter and his Hedgerow Players it will have to wait until they get through with their fall and winter tour of the midwest. Stack-Goble agency had the Deeter troupe targeted for a drug account when the rural stock impresario decided that he would prefer to go through his scheduled route of one-nighters, and, if after that the commercial was still interested he would take a fling at broadcasting. Deal was to be for 13 weekly full hour dramatic shows. Programs would have originated from the stage of Deeter's theatre, once a water-driven papermill, in Moyland-Rose Valley, Pa.

## MORAN \$22,500 DAMAGES

Chicago, Oct. 8. Andrea Moran, radio warbler, was awarded \$22,500 following an accident in a taxi-bus smash last summer.

Henry Kalchauer was the attorney in the case.

## Cantor Pooh-Poohs Press Feud

Too Trivial for Metropolitan Dailies, He Thinks—Lets Advertiser Worry Anyhow

Eddie Cantor, commenting on the reporter's campaign against the radio editors on the dailies to keep his name out of their columns, says in the first place, he doesn't believe it. It's not good business. As a judge successful newspapers, there can be as such thing as a boycott. It doesn't sound like newspapers. It's too trivial. Newspapers aren't a lot of small boys hanging together to hatch some small boys' plots. Newspapers don't act like that.

"However," continues Cantor, "if the radio editors don't print my name, if they list the Chase and Sanborn hour under another artist's name, they must know their business. Chase and Sanborn pay me

## WOC JOINS CBS

Deal Follows Recent Move of KICK From Carter Lake

WOC, Davenport, Ia., will join the CBS list Nov. 1. Deal covering the affiliation was closed last week in New York with J. O. Maland representing the Palmer School of Chiropractic, which owns and operates the station.

Palmer interests recently obtained permission from the Federal Communications Commission to move KICK from Carter Lake, Ia., to Davenport and change the call letters to WOC. Permit gave the outlet unlimited operating time and 100 watts.

Other station controlled by Palmer in the Des Moines-Davenport area is WHIO, with NBC the affiliation. NBC's contract with Palmer has until 1936 to go.

## BROADCASTING IN THEATRES ILLEGAL

Philadelphia, Oct. 8. Ward Bakin met with plenty of difficulty last week in arranging the broadcast of the Sunday Eve Buddy Rogers-Jennie Lane show from Philly via WCAU-Columbia. Rogers, who is appearing at the International niter in Philly, for five weeks, was scheduled to air from the Fox-Locust theatre which WCAU had acquired to rent.

On Wednesday (5) station was informed by city officials that broadcast, considered for advertising purposes (although tickets were a give-away to dealers) was breaking a city ordinance. Show was immediately switched to the ballroom of the Bellevue-Stratford hotel, local hostilities being inside legal entertainment jurisdiction in Philly. Same day it was discovered that the Philadelphia Orchestra Association were preparing a series of Sunday concerts, using a public ticket sale to swell the association's musical fund.

Charging discrimination, an injunction was filed by the studio to prevent any interference by the City with the Rogers broadcast. Case is expected to be fought as a test to determine the future status of anymore audience broadcasts which may emanate from Philly.

With the local niter trade considerably increased, and the possibility of name bands and stars coming into town, this situation must be cleared to avert any further hindrance by the municipality.

## C. A. Meet Oct. 18

Washington, Oct. 8. First session of radio code authority since Cincinnati squawk meeting is scheduled for Oct. 16. James W. Baldwin, executive officer, announced today.

Arrangements for conferences on code revision will be made when code is in town, it was indicated in NIRA circles, while code will give their reactions to questionnaire drafted by NIRA and Baldwin for survey of working conditions of actors and performers.

## New York Radio Parade

By Nellie Revell

Adieu to the host of the swashbucklers! Last Monday eve a famous announcer reported to NBC, to announce a auto show. As in his wont he arrived slightly blotto. Promptly and on the spot another man got his job. Irony of fate is apparent in that a contract hinged on his performance that eve.

## Starving in New York

Annual small-time-radio-station-talent index is on. Courtney Savage at CBS gets about ten calls a day. Funny twist in that many of them are making more money at home, on the small stations, than they could make in New York. One woman was grossing \$176 weekly. But it's the old story of wanting to be a small fish in a big pond rather than vice versa.

## Auto Long Sync

Reunion in Radio City Studio 3H. Miriam Hopkins, John Dots and Brins Cutting, director of auditions at NBC, together for the first time since "Little Jeannie James". Cutting handed the baton in that ops while Dots and Hopkins smiled.

## NBC-Hollywood Safe Trade

NBC wants to make a deal with the Hollywood Restaurant. Offering them all afternoon spots in return for a consideration of the 4 new spots now in use. The deal may go through since the Hollywood people would like to have their show hit the West earlier than it does now and Charles Davis Ork has an eye to the personal build-up.

## Auditions

For Copy Products (economy) at NBC two shows. Miriam Hopkins and John Dots in a romantic story, and an opposition Ernest Truog, J. Harold Murray, Frances Langford, Cadet Choir and Al Goodman Ork...Gina Male at NBC...John Greig, the "Prof. Lucifer Butts" of Columbia Radio auditioned for guest star on Crumit and Henderson show...William Morris Office has Ted Lewis Ork, Dr. Rockwell and the Modern Choir for Goodrich Times...Vance Tracy, Black Barr and Carle at WHN...Reunited of Danton & Howies show for Coca-Cola was named as first job with exception of Ork renamed to Jimmy Melton Ork and Bill Rainey doubling as Melton's voice. J. Walter Thompson Agency auditioned for same client. They had Vic Young Ork and Hall Johnson Choir in a Plantation Days show...For Kentucky Winters, Robin Meyers and Schuching have an original musical comedy book with tunes of Harold Arlen and George Gershwin. Tunes are not originals but just hits of both. NBC auditioned, for same account, Damon Runyon, Dorsey Bros. Ork, Bob Crosby and the Tunesisters.

## Scrambled Notes

Chevrolet bought Isaham Jones ork and put him right to work doing a special show for their 15,000 employees in Detroit. Jones will continue his tour, hopping back to N. Y. for his broadcasts...CBS Edwards off CBS and to Coast for a pix then back to CBS...Willard Robinson does not conduct his ork at radio broadcasts. He plays the piano and sings while his max player swings the baton...Book-Cadillac Hotel of Detroit has signed Albert Kavelin Ork...Lawrence Tibbett will do his "Emperor Jones" on Oct. 1st...Johnny Johnstone out for a couple of days with a bit of flu...Mel Spiegel who writes short wave stuff for the Bohemian in that town has the "Misses" as the "Misses" of Alvin Berry, from of Peter Dixon, will do a legit show this fall...Maxwell Showboat had Muriel Wilson sent to Hollywood to be next to Lanny Ross. Muriel is singing Mary Lou. Rosaline Green is talking voice and didn't go to coast. And is she sore? Yes...Diana Mariows of WOR came to radio thru winning a voice contest while attending U. of Southern Calif...George Levy back from Houston, Tex., where he vacationed with Signe Ellis and Irene Taylor...ABE mits name plates will now be ABE with national colors on either side. The colors photograph incidentally...The Post Prince, Alvin Bach as narrator and a string ensemble at NBC for Pepto-Mannan.

## Short Shots

According to the records, Mrs. Roosevelt has been on radio 15 times in four weeks...Al and Leo Heiser, Dick Dudley and M. C. and a batch of amateur talent for Const-Sop at WOR commencing Oct. 14...ABE two different versions of the Haines-Lasky fight out of the Garden Friday night. Tash and Palange were doing light for Adams Hat over WMCA while Wakenam and Qualey were doing it for ABE network...Knowles Entertain to Vermont for a six day rest. He is CBS sustaining dept...The World Series show has cut Canby broadcast to one show for Const-Sop...Const-Sop is looking for contest for contest...Misses of NBC played winners of WINS-NCA Victor audition conducted at the Radio show. Bud Sager won contest and goes on WINS...Bob Arkell resigns from WOR press to become Caribbea Saltz Philosopher at NBC...WNEW will broadcast the rodeo at Garden...Howard Wiley of NBC production out for 10 days with the flu and gets back just in time to knock over two new commercials, Lux and Adelle...Emil Coleman back from Europe and NBCing from Plaza...Peter Lora new member of WINS Artists Bureau in charge of orks...World Series on in Studio C in NBC. All hands on deck to Helen, including Aylesworth, altho he ant in clients' room.

## Gossip

Listerine will sponsor important football broadcasts over CBS Doris Sharpe, CBS hostess, who auditioned for Campbell Soup and went into semi-finals, gets a CBS sustaining on Nov. 3. On air flat, even with Johnny Green ork...Jack Polton and Paul Whitman are no longer together...Eddie Madrigrano's secretary, Charles Broderick, wedded to Genevieve McGovern...Howard Fraser, consultant engineer of ABE, personally handled controls on last Preside Chit of the President...Bob Simmons gets the Cities Service show steady...He and Frank Parker were competitors for this ops...Beatrice Wala, WREW sustaining artist, now vocalizing over CBS with Gene Kardos ork from Indianapolis...Andre Baruch, CBS announcer, did illustrations for the BlueEyePost before coming to radio. He still does an occasional cartoon...Nino Martini launched his concert tour Sunday in Detroit. He will commute for his New York broadcast...Lanny Ross' Leg Cabin leg show gets for amateur talent to round out the program. Lanny auditioned West Coast unknowns...All transcriptions of WNEW will be aired from Newark studios henceforth. John Lager, announcer, being transferred for that purpose...Kate Smith made impromptu appearance at week of NBC playhouse last week. Fred Waring called her up during warm up of his show after his broadcast...May Green and Peter de Rose Hermann...Pat Waddington of NBC in town for legit show will stay over for CBS. He has his name for music shows on BBE.

## Stand By

Janet Heifetz will guest star the second Ford Sunday eve show at CBS...Chevrolet is one up on Ford in the number of stations used on their booth-ops. Shevvy has 87 and Ford 81...George Kingles, Jr. is now a Fresh at Cornell...Helen Baird and Crane Calder Dunn CBS at ABE...Phil Quinn, wife and two children are going to winter in Arizona...Harry Butler ork on NBC has a CBS wire from Park Central Hotel.

# ADV. AGENCY EYES EUROPE

## No Decision in CBS-Don Lee Matter; KNX Decides to Remain Independent; Sam Pickard Back from Coast Trip

Future of Columbia's status on the west coast is still in an unsettled state, Sam Pickard, the web's v.p. in charge of station relations, returned to New York from that region last week without any contracts extending the Don Lee network's affiliation with CBS. Previous agreement covering this alliance expired in September.

While Pickard four weeks ago was preparing to travel west on the renewal assignment Don Lee died. Pickard, however, went through with the scheduled trip, leaving New York the following day. Though he failed to obtain commitments from the Lee estate, Pickard got a bid from KFWB, Warner Bros.' outlet in Los Angeles. It is understood that KFWB offered to give CBS 15 free hours a week for the privilege of replacing KHL, the Don Lee key, as the web's Los Angeles release.

Proposition involving CBS and KNX, Los Angeles 50,000-watt, has in the meantime gone cold. Guy Earl, owner of KNX, has a regional network ambition of his own and figures that he will be in a better position to further this ambition by playing clear of any national web entanglements.

### From Ear to Ear

Schenectady, Oct. 8. Fast one pulled by the local Chevrolet distributor has the Ford dealers in this area burning. Chev distrib bought a series of announcements so plotted as to immediately follow the Ford broadcasts of the World Series on WGY. Chevrolet announcement reads: "We hope that you've enjoyed the World Series broadcast. Now we hope you'll enjoy a ride in a Chevrolet."

## Long-Stalled Petition Of WHDF, Calumet, Asks Radio Code Exemption

Washington, Oct. 8. Initial application of commercial station for exemption from burdensome provisions of the broadcasting code has been announced by NIA. Applicant is Station WHDF, Calumet, Mich., which seeks relief from wage, hour, assessment, and trade practice provisions.

Notice was given by Deputy Administrator William T. Farnsworth that protests must be submitted before Oct. 17 and that decision will be made by National Industrial Recovery Board on basis of written information. Exemption has been recommended by James W. Baldwin, code authority executive officer.

Plea is based on the claim that, because of lack of business in upper Michigan, station cannot afford to conform with labor clauses or stand the assessment. Rather than be forced to violate, station wants to be relieved from clauses which it claims will drive it to the wall if not suspended.

Application has been kicking around the NIRA for several months, having been passed along by collectors late in the winter. No explanation forthcoming for the delay, despite the fact that waivers have been granted to more than a dozen non-profit stations since the WHDF request was filed.

## RECONNOITERS AIR MARKETS

First Steps Toward International Radio Show Business Taken by J. Walter Thompson Agency

### EXEC SAILS

First elaborate move by an American advertising agency to develop and exploit the European broadcasting market is being made by the J. Walter Thompson Co.

As a preliminary step in that direction the agency has assigned Gordon Thompson, of the New York office's radio department, to spend a minimum of two months on the European scene. Thompson, who sailed last Friday (6), will study the commercial station situation on the western end of the continent with a view to finding ways and means of getting the advertising message of JWT accounts to listeners in the British Isles.

With the British phase of the problem out of the way Thompson may later extend his survey to cover the needs of JWT clients in the French market. For the first few weeks Thompson will operate out of the agency's London branch. Following settlement of the British angle Thompson will move on to the concern's Paris office.

Problem facing Thompson is to find commercial transmitters adjacent England which are powerful and popular enough to get their programs to English set owners. Among the possibilities he will look into is the projected construction of a 100,000-watt station in Ireland. This proposition is being backed by a British syndicate.

Other outlets that will come under Thompson's observation is the Luxembourg station and a 5,000-watt station near Calais, France.

As a member of the agency's New York staff Thompson has had charge of the Rudy Vallee-Pfeilmann show since its inception.

## Barrett Joins Chi B-S-H

Chicago, Oct. 8. Horace Barrett comes into the Blackett-Sample-Hummert agency here on Oct. 15 as assistant to Pete Peterson, chief of the radio department.

Barrett moves over from a job as night program and traffic manager at the local NBC office.

## Pastors, Pedagogos Attack Radio; Father Deeney Blames Radio for Part in Recent California Lynching

### Network Premieres

#### (THIS WEEK)

Oct. 9—John Jones, James Melton, Grace Hayes. (Chevrolet, 9:30, WABC) (Campbell-Ewald).

Oct. 12—Al Goodman, Dwight Fluke. (Emerson Drug, 8:30, WJX) (J. M. Mathes).

Oct. 14—Lax Radio Theatre, "Seventh Heaven." John Boles, Miriam Hopkins. (Lever Bros., 2:30, WJX) (J. Walter Thompson).

Oct. 14—Kansas City Philharmonic orchestra, Karl Krueger, conducting; Stanley Deacon, DeWolf Hopper. (United Drug, 4, WJX) (Street & Finney).

Oct. 14—Rod Arkell, Harrison Knox, Ruth Everett, Louis Katsman orchestra. (Carlsbad Products, 4:30, WJX).

Oct. 14—Jolly Coburn's band. (Sparks Whittington Co., 6:15, WJX) (Erwin Wasey).

Oct. 14—Jack Benny, Mary Livingston, Frank Parker, Don Bester orchestra. (General Foods-Jell-O, 7, WJX).

## TAUBEL OUT, STAHL IS WRAX-WPEN Pres.

Philadelphia, Oct. 8.

Rumors of a change in WPEN management became founded last Saturday (6) when Clarence Taubel, majority stockholder—pres., resigned from active participation in WRAX-WPEN affairs. Action climaxed a recent illness, and Taubel's need for a prolonged rest.

Board of Directors voted Charles Stahl, sales manager, into the headman's post. Latter has been connected with station since its inception, beginning as contact man and being elevated to his present position about a year ago. Stahl has been given complete charge of studio operations.

Taubel's retirement and installation of Stahl nixes all rumors that the station presy would sell out to New York interests. Both Storer and Hearst have been bidding for the WPEN channel recently, after the station's jump to the new 120 wave and power increase.

## RIFLES GUARD CUBA'S 5 RADIO STATIONS

Havana, Oct. 8.

Chief of Police Lieut.-Col. Pred-Pena got tired of listening to political programs over the radio and raised six stations here during the past week, arresting more than 40 persons connected with them.

Stations pulsed are CMCA, COK, CMIX, CMCU, CMX and CMQ. The radio commission has nothing to say and could do nothing.

A cop with a rifle is stationed at each radio station, acting as observer. When somebody says something nasty about government the station is pulsed and the announcers sent to jail.

## SOUTHWEST WEB UPS TIME RATES NOV. 1

Rates of the Southwest Network are slated for effective both locally and nationally. Local rate boost will become effective Oct. 15, while CBS will ask for a slight increase of the Southwest stations on the supplementary list starting Nov. 1.

Set for a 40% boost each on the local card are KTSB, San Antonio; KATP, Fort Worth; and KOMA, Oklahoma City.

Chicago, Oct. 8.

Greig-Hair and Wright have been named special representatives for the Southwest regional network comprising some 11 stations in Texas and the Cimarron country.

First account set for the regional web by G-H-B is a full schedule of Southern conference football games for sponsorship by Chevrolet.

## ABS REMOVAL TO 711 5TH IS NOT AGAIN

Deal for the American Broadcasting System to take over part of the radio vacated last year by NBC at 111 Fifth avenue is not again. Feasibility is that this space will be utilized within the month, unless another proposition offered. George Storer proves more insistent.

George Storer is moving the moving at 111 Fifth and 117 building in the Madison avenue district.

## STORER WEB STARTS NEXT WEEK WITH SHEPARD'S WAAB, BOSTON, INCLUDED

American Broadcasting System Comprises 14 Cities—Has Alternate Outlets in Some Spots

George Storer starts operating his American Broadcasting System, as far west as Rock Island-Tavenport, Ia., this Sunday (13). With the latter spot included his network now accounts for 14 basic cities. Storer figures on posting a rate card for the web by the end of the current week. He has redesigned his rates, however Storer, as to place his hourly figure on a competitive basis with the price for a quarter hour dictated by Columbia and NBC. ABS' rate for a night-time hour will range between \$25.00 and \$27.00.

Affiliation of George Storer with the Mutual Network has eliminated WXYZ as the ABS' Detroit-prime. Filling this function will be WJX, owned by Storer. This outlet is now operating at 160 watts. Applicant which Storer has filed with the

Federal Communication Commission, will, if approved, raise WJX's power to 500 watts. Storer's request involves a shift of the station's channel from 1370 k.c. to 680 k.c. Storer expects to tack on Waterbury, Conn., as soon as the Waterbury Republican American has received its final permit and call letters for the 1,000-watt assignment on the new high fidelity commercial frequency, 1530 k.c.

Mr. Shepard Joins. In Boston WHDH, which operates daytime only, will share the ABS programs with WAAB, which is part of the John Shepard, 3rd, radio interests. As the ABS' release for the Pittsburgh area, Storer will offer both WAAB, which he owns and operates, and KGV a 500-watt WAAB, though allocated to Wheel-

ing, W. Va., has its transmitter sited 15 miles outside of Pittsburgh.

ABS' list of affiliates, with operating power included, is as follows:

- WMCA, New York, 1,600.
- WP, Philadelphia, 500.
- WTN, Trenton, N. J., 500.
- WDEL, Wilmington, 250.
- WCMB, Baltimore, 100.
- WOL, Washington, 100.
- WPRO, Providence, 100.
- WHDH, Boston, 1,000.
- WAAB, Boston, 500.
- WEER, Buffalo, 100.
- WVVA, Wheeling, W. Va. 5,000.
- RGV, Pittsburgh, 500.
- WBE, Cincinnati, 100.
- WIL, St. Louis, 100.
- WJAY, Cleveland, 100.
- WJJD, Chicago, 200.
- WIND, Gary, Ind., 100.
- WBFB, Rock Island, 100.
- Daytime only.
- Operates up to sunset Tuesday.

Washington, Oct. 8.

A steady stream of educators and religious leaders paraded before the Federal Radio Commission last week and droned their tedious tale of complaints against commercial broadcasting stations and networks. Commercial spokesmen have their insides starting Thursday (11).

Stage-managing the show for proponents of educational broadcasting, Dr. Joy K. Morgan, president of the National Education Association, warned the Commission of "great and growing dissatisfaction" with commercial broadcasting, while numerous other witnesses, representing a score of different organizations, entered specific complaints and backed up the demand for statutory assignment of radio facilities for educational, cultural, and religious uses.

A "Grab Bag" One of the sharpest assaults on the existing system came from Howard Evans of Ventura, Calif., one of the outstanding critics of the old Radio Commission. Asserting that Congressional action is necessary to correct weaknesses in the present system, Evans charged that Federal licensing is a "grab bag procedure" and condemned the system as unsound and unfair.

He declared, "Non-commercial interests whose assets consist more of program resources than of money for legal fees are fully justified in asking specific legislation for their protection."

Evans charged that the current licensing methods eliminate competition, result in dangerous censorship, and provide no opportunity for cultural broadcasting. Responsibility for these evils was placed on the basic statute.

### Radio Caused Lynching

Responsibility for the lynching in California last spring of kidnapers of a Santa Clara student was placed by a Catholic priest squarely at the door of commercial broadcasting. The charge was fired by Rev. Cornelius Deeney of Santa Clara College, Cal., who said, "the mob could not have done its will without the aid of radio."

Asserting that commercial stations become "very anti-social," Father Deeney explained that few residents of San Jose had thought of taking the law into their hands before news was broadcast from Los Angeles that a mob had collected and was proceeding to storm the jail. "That was the first inkling many had of the lynching," the priest said. "Hundreds dashed to the spot to swell the mob and form a part of it."

Demanding a "new deal" for broadcasting, the priest said that system is "essentially monopolistic" and charged "the most powerful agency for the dissemination of truth cannot be used for that purpose in the United States. The radio invades the home. You can avoid moving pictures, but the radio demands entrance. The privacy function should not be to tell some article for profit."

Suggestion that the United States place a tax on receiving sets to provide funds for non-commercial broadcasts was entered by Armstrong, Perry of the National Committee for Education by Radio. "The population now supports the broadcasting industry instead of only the portion which enjoys radio. Tax revenues would be used for stations which do not have commercial backing and for educational, un-sponsored programs."

These were made by speakers for a half-day group for legislation on broadcasting, educational and other non-profit outlets from the cities of deterring their facilities frequently when fights over frequencies and power assignments are complicated by commercial operators.

# Radio Chatter

## New York

Donna McAllen, young dialect and character actor, who worked in WGY's Joe & Eddie and 'Ma Frazer's Boarding House' sketches (his sister, Margaret, sang and played the 'lead in the latter), will make his first radio debut in 'Jayhawk', headed for Broadway. McAllen has a part and is understudy of two others.

Roland Bradley of the WINA staff, is now a proud puppy, the newcomer being a girl christened 'Radio'. Bradley's wife is the former Elizabeth Kirtel, sister of Clyde Kirtel, night supervisor of announcers in NBC's New York studios and a former associate of Brad's at WGY, Schenectady.

Hart Mosher, of WGY's technical staff, is back on the job after a two week vacation in Texas.

WGY is airing Chic Condon's orchestra, Rudy Vascio's Havana Casino Rhumba band, and artists in the 'Wonder Bar Revue', which opened in the enlarged Rainbo Rooms of the New Kennore hotel, Albany, last week. The General Electric Company station has had a fine lot of the New Kennore for more than ten years. During that period it has broadcast the music of scores of 'name' bands, the schedule for some time calling for three shots daily.

## Georgia

Dana Waters, WSB announcer, father of baby boy.

James Davidson, former WSB announcer, gone to WGST as assistant station manager.

John Tillman, previously heard over Alabama stations, comes to WSB as announcer.

Red and Raymond, bill billy attraction, now at WSB.

WHAR, Kalamazoo, recently with WHAR, Louisville, at WSB with his Hawaiian outfit. During that, Kalamazoo plays in local restaurant.

Manfred Duke, ace torch singer of WGST, in New York for network auditions.

John Collier, United States commissioner of Indian affairs, spoke over WSB last week.

## Minnesota

Lucille Kash, formerly with KSTP and WCCO, is now private secretary to Dora Jenkens at WTCN.

Jim Burdick, former St. Paul Dispatch staff writer, is back attending to Dispatch-owned WTCN.

Wanda Maddy of WDGY had her sister, Mrs. Louis Bette, and her son, Chas. M. visit her from Iowa last week.

Two Bimies air act is back on WDGY after an extended visit in Duluth.

Lou McKenna, Dispatch sports editor, now on WTCN every Friday night with chatter about the next day's pigskin struggles.

Following last keynote on Saturday (6), Governor Floyd B. Olson hits the other for night more campaign talks during October and up to November 4. Stations used will be WCCO, KSTP, WDAY, WSAX and WEDC.

Mike Padell's newest account is WCCO, local Columbia outlet.

Tom Rishworth, KSTP educational director, is chairing the huddle of the National Advisory Council on Radio in Education.

As the last letter went out in Saturday's (6) World Series game, NBC's blue network took on the Minnesota-Nebraska football game.

Phil Bronson, KSTP's production manager, did the announcing.

WCCO, which has been donating 15 minutes on alternate Saturdays to the Minnesota Trolley Bureau, started Saturday (6) filling in for the state game by giving the game over (11:15-12:15) to the state game and fish department.

Jack Malerich and his ilk opened the Minnesota Room in the Nicollet Hotel Sunday (7) night, airing over WCCO. They'll be on every Friday, Saturday and Sunday from the Nicollet for the balance of the fall and winter.

## Texas-Oklahoma

KOMA, Oklahoma City, Okla.: Doregas Neal Barrett, manager, managed to have his station convey the details of the Oklahoma State Fair to the waiting populace.

Rev. J. J. Wade resumes his series on October 11. The C. of C. Quartet is heard over the net at 8:15.

John, several nights a week, Bruce Howard, technician, is back from vacation.

J. W. Crocker, former KWKH and WFAA announcer, is with KTRH, San Antonio.

Bill Robertson, technician, is now RSH engineer in charge of the Fort Worth division.

Glen H. Bennett, commercial de-

partment, was at KTRH last week. Don Amadio's Gauchos are playing a Houston engagement.

Butch Scheidt's orchestra plays over KCOM Austin for a full hour every evening. The net picks this affair up from 9:30 to 10:30 each Wednesday, Friday and Saturday, and feet are set to tapping all over the entire Southwest.

Nan Frazer is the new WACO staff pianist.

Under Texas Centennial sponsorship, Mrs. John H. Mann, writer, is presenting a series of radio dramas known as 'Highlights in Texas History.'

Southwest network operation has been extended two extra hours, making a five hour total of SBC daily. Raymond Le Pere, organist and conductor, opens the net daily with a spot originating at WBR, Dallas 7 to 7:30 a.m. SBC utilizes its own repeater and equalizer circuits enabling program origination from any of the net's 12 outlets in five or six seconds.

## North Carolina

Charlotte, N. C., newspapers have been doing and replaced radio programs after an absence from the daily sheets of several months. Local stations' programs appear on a special Sunday page, which also carries radio advertising.

'Dick Hartman and his Crazy Tennessee Hamblers, WIT, Charlotte, N. C., played a dance for the Charlotte Federal Labor Union. Stufot Schuman, of the WBT Dixie Mammoth Minstrel, gave a skill during intermission.

Prad Kirby, WBT, Charlotte, N.C., Hilbilly Cavalier, has been sold to the Sterling Insurance Company, Chicago, for three programs a week.

Clemie Reid resigned from the program department at WIT, Charlotte, N. C., to build up her trio, Modern Melody Maids.

J. E. Mahner's Crazy Mountaineers, featuring Fisher Hendley, champion Carolina banjo picker, are performing the state, playing schools, halls and dances. They formerly appeared on Crazy Water Crystal programs over WIT, Charlotte, N. C.

Marjorie Gregory, a native New Yorker, has joined the staff of WUNC, Asheville, N. C., as announcer.

Jimmie Hinkle and Bo Norris, of WABC, Charlotte, N. C., presented a program of banjo, piano and vocal selections before the weekly luncheon of the Charlotte Junior Chamber of Commerce. Earl J. Gluck, WBOC general manager, spoke on the same program on 'The Humors Side of Radio.'

'The Friendly Show,' featuring Billy Smith, Lane Bartlett and Billy Knapp's orchestra, will return to the air next Sunday from 7:35 to 8 p.m. and will be heard weekly thereafter at the same time throughout the season over WIT.

WIT shared broadcasting rights to the Red Nichols and his Pecos dance in the City Auditorium, Oct. 2.

## Pennsylvania

Catholic Hour resumed for second season in regular Monday night spot (8) over station WGLA, Lancaster. Handled by Father Joseph Schmidt, radio and publicity director for the Harrisburg Diocese. Churches take turns in providing choir and prizes for broadcast.

Ed Browning, WDEI, continuity manager, Wilmington, Del., announced his engagement last week to Nancy Turner.

Jimmy Bagley is announcing the Buddy Rogers shows from WCAU.

Low Katin is back with the Berlin office. George Dolan may come in again.

Morning Sip Coffee auditioned Jan Savitt's band for a two-week show last week.

Nannie Nicks is managing a stiff neck.

Vera Nicks, now at the NY Hollywood, in town with Mario Villani and hubby Lou Longo.

Vincent Travers band is under WCAU Artist Bureau management now. He used to host for the Ritz niter soon to open.

Frank Wehman, WDAR sales manager, is handling the radio campaign for the Democratic State Committee.

Defeat of the WDAR baseball team all summer is switching the staff athletes to organizing a rifle team.

Viola Philo, Jan Pearce, Adelaide de Luca and Yachna Benchuck, at the Fox, did a WCAU show for the Lancaster's University.

WIP has the local boxing, wrestling matches being promoted by Ray Fabiani for the Fall and Winter season. Moves sends the championship bout to WCAU.

FWBW, Pittsburgh, to broadcast play-by-play of all Sunday professional football games.

All of the WCAU staff visited the Rader Michener baptizing ritual last

Sunday morning, to Philly's Fairmount Park. Ben Mitchell, colored porter, was the only victim.

WGN has formed a Fibbers Club, yellow the 'Lars Club,' meeting Thursdays at 9:30, and broadcast. Prizes are awarded for the best lies by Lee Randon, Liar-in-Chief.

Lola Miller will play the organ for Josephine Gilson when latter returns to NBC via KDKA, Pittsburgh, next week.

Kay Martin has been signed by KDKA, Pittsburgh, to do a collegiate program.

E. Hall Downes, bridge expert, to do eight evening half-hour programs for CBS from WJAB, Pittsburgh.

Bernie Armstrong, organist at Alvin Theatre, Pittsburgh, stated for a midweek radio spot shortly, doing a program from the house console.

Freda Lazor has joined Jerry Mayhall's band, airing over KDKA, Pittsburgh, temporarily succeeded Joan Warren as soloist.

## Pacific Northwest

Blue Danube starts a series of broadcasts over KRCW with instrumental and vocal entertainers. Among the latter is Mena Paulen.

Homeless Squad program changes from Friday to Monday nights on station KRCW.

KFJR's Charlie Baker, suberman, hunter and general outdoors man, lives in a swanky houseboat. Thinks he's a hermit because he doesn't have a telephone.

Harry Road's new station in Salem, KBLM, is testing.

'Orson on Parade,' KOIN's weekly contribution to the Columbia network closed the series last Sunday.

A favorite pastime of the natives of the Pacific Northwest is picking up messages sent by short-wave by the forest service. Now that short-wave receivers have become so popular, radio gives far less privacy than the old fashioned party telephone, reports officials of the forest department.

A new department has been added to the Portland Civic theatre school of drama, radio continuity and program building. Instructor, this year are Watson Humphrey, program director of KGW and Kay Holbrook of KOIN.

Herbert Griner, young negro arch leader is conducting the new seven piece Cotton Club orchestra which is heard nightly over KXL.

## Illinois

Lee Atlas to St. Louis with his new horses to try for same blue ribbons.

P. G. Barker taking his first vacation in a long time. From his vacation he'll take duties and down to Hot Springs.

Betty Mitchell docking the local RCA Victor studios for a couple of weeks.

John Ashenburt scooping himself with 'Spotlight.'

Ray Wilson collaborating on the 'High Pella' script at WCFL.

George Storey in and out.

Clarence Menner trying out his new place.

Pete Peterson getting seven shows in one month for Dickson-Jumpis.

George Couper going to Boston to put a new show on the air for the local Seltzer Bros. agency.

Kennett Carlson now occupying the vacancy office formerly occupied by Ken Carpenter at NBC.

## Alabama

Pat Bertram has gone to Chi after succeeding in getting a spot on the WLS barn dance. Auditioned during the Cincinnati contest WLS men said he was such a hill billy he would be a city dude in Squedunk Center.

As soon as the World Series is over Paul Connor says he is going to take a nice long rest.

Chuck Wright, WBRC, has been named chairman of the publicity committee American Legion in the state.

Mrs. Horace Hicks, WSGM, Birmingham, back after a vacation at Mentone Springs.

Charlie Foster of WGN has returned home with a sore throat following an operation.

Otis Elder of WJLB, Detroit, is a join WGN.

## Maryland

Earl Kahn has possessed himself of a new motor car.

Robert Maslin and Hope Barrell, L.R., upping to N.Y., this week is coming to WJLB about the new chain rate for NBC.

WBAL may start a Kiddie Club. Rumor around that Rulo Rev. may break over and resume a radio column. Had one once but it was a dud.

George Ruder, station boss at WCHL, plus a party of friends,

# Inside Stuff—Radio

If Bruno Richard Hauptmann, the alleged extortioner in the Lindbergh case goes to trial in the Bronx County Court House, New York, the only microphones that will be installed will belong to WNYC, owned by the City of New York. But all stations will enjoy equal rights in picking up the broadcast from wires leading outside the courtroom.

Recent excitement occasioned by the Murro Castle hearings which resulted in WMCA getting plenty of listeners prompted all metropolitan stations to cast eyes at the Hauptmann trial. Obviously the placing of mikes for NBC and CBS plus WOPR, WABC, WJLB, WHN, WJLB, and perhaps others would tend to convert the trial into a circus without lemonade.

In the event Hauptmann goes to trial in New Jersey instead of the Bronx, it is probable WOPR may have the microphone installation, but with all broadcasters enjoying pick-up privileges.

Canadian stations, affiliated with networks now seeking to carry the trial proceedings of Bruno Hauptmann, will refuse to pipe the program when, and if, permission is granted to install mikes in the courtroom when the Lindbergh kidnap suspect trial gets under way.

Understood that the Federal-controlled Canadian Radio Commission will also step in and block any proposed broadcast on the Canadian side. Ruper Lucas, manager of CRTC, has announced on his own initiative that the Commission station here will not broadcast the proceedings.

Grounds for refusal of the broadcast are that administrative of justice would be placed in ill-repute and that Canadian courts, traditionally conservative, would not sanction the procedure and might even take subsequent action if the broadcast were permitted.

Printer's Ink (the monthly edition) contains a symposium of 17 articles by radio headlines. The 'It' is what they would do in building radio programs, provided the necessary authority were vested in them.

Question of sponsor or agency interference is dealt with by Fred Waring. Jack Benny congratulates himself on being lucky enough not to have that kind of a sponsor.

In general, the talent takes the position that, since they don't presume to tell advertisers how to advertise, the latter should not tell actors how to act.

The difference radio has made to the sidewalks during World Series time is marked by isolated small groups gathered around store fronts, where loud speakers shout the games.

No more are the big crowds gathered in front of the newspaper buildings watching a megalithic board reproduce the play. The traffic can't be bothered.

When WJLB, Milwaukee, went on the air to broadcast a night football game between two suburban high schools, Shorewood and Wauwatosa, the officials waited from 7:30 until 8 p.m. until WJLB's announcer, Howard Peck, signalled that the game could start, the air channels being cleared of commercial commitments.

On the final Ford program featuring Mickey Cochrane, over CBS, the announcer mentioned that the World Series would be broadcast by Ford over NBC as well as CBS. In his introductory spiel, he said the Columbia Broadcasting System and a national network, but on the spot he specified the National Broadcasting Company.

WCKY, Covington-Cincinnati, has to date turned down 17 NBC commercials. About the most important of these from the sponsor's standpoint is Packard. In its sales release NBC originally listed WCKY as one of the stations taking the show.

Broadcast of the 1934 World Series marked the twelfth time that WGY, Schenectady, had aired the annual classic of baseball. It also was the twelfth time that Graham McNamee's voice had reached WGY listeners in a description of the games.

getting it times what it was paid for its last Hartford appearance several years ago, and next Sunday at McCormack & Barry's Bldg, Hartford.

Harold Van Wart, WNAAC-WAAB staff pianist, birthday-partied last week for the 22nd time.

Glen Gray's Casa Loma in Columbia, S.C., is a bridge-pierced Herk's gossip columnist, handling papers weekly WCCO spot.

Howard Twiss, recording piano duo and Yale Music School attendant, introduced at WCCO, New Haven.

WICC, Bridgeport, talent getting chance to make a dollar as (Glen) Twiss brings in cash.

Talent web hooded, wages and cut hours of studio operators, uncollected move.

Freddie Huber back at the desk after lengthy vacation.

On the day that WGBM, local outlet of ABC, switched from Moore Castle investigation airing to highlights of Lindbergh-kidnapping hearing, station reported 50 phone-calls as squawchers. And that after the ship disaster plying had been running for three weeks.

WGBM piping night 'Sleepy' Hall's ork from Lord Balto hotel out onto Americana Broadcasting System.

Missouri

David Robinson, former all-star end at the University of Minnesota, and Lee Little broadcast for KMOX, Sept. 23, opener between Illinois and Bradley.

Kathryn Crayon is new series of programs known as 'Just Babel' on KMOX. In the cast are Sarah Selby and Maurice Cliffer.

New England

John F. Mackley, WNAAC-WAAB announcer, steps into Yankee Web production replacing Fred Langenhorn, gone to WCAU, Philadelphia.

Tri-gram, WNAAC-WAAB announcer, married Dorothy Whitcomb in the local, South Church, Boston, Sept. 23.

Andy Jacobson, maestro of the new Saturday Schraff's show, WNAAC, had to borrow a bass cabinet for the broadcast. His own was stolen day before.

neglect for two one-nighters, Columbus Day for an Italo-American club in Hartford (based reported

Col. B. J. Palmer, president, WOC-WHO, to start winter season of d.c. programs from Daytonport, Oct. 12.

KSO's 'Monday' (border) to go into Hollywood Museum, mansion of Carl Weeks, head of Armaments, for Sunday night broadcasts, with Gertrude Foster at the organ, and a string orchestra.

WOC-WHO has a new program, called Fair Valley Folk, 5 min. daily, Mon. through Fri., with Harry Martin and Harold Plotts discussing government problems in the rules management.

KSO has a new 7-8 a.m. program dedicated to public service—with call listeners at any hour designated in the mornings in case they prefer the telephone bell to the alarm clock, and get a dozen requests daily for the first week. Program thus far designated as the 'pre-opener.'

WOC-WHO has a new news service with three flashes daily, in charge of James Maxwell as news editor.

'Dutch' Reagan goes to Watia Dame to broadcast the N. D. Purdue game, Oct. 13 for WOC-WHO. 'The brother' 'More' also added to staff of sports announcers for WOC-WHO, handling the 'scoreboard of the air' program.

# CBS' SUPER-WATTAGE AIMS

## CBS Admits NBC Is Bright Pupil But Took Home Wrong Report Card

NBC's claim as to what it has done to boost the sale of Woodbury powder brought a protest yesterday (Monday) from the CBS sales promotion department. Latter charged that NBC by deliberate omission of the real facts sought to take credit for a job in which it had played only a minor part. NBC in a trade release averred that the "Dangerous Paradise" serial on the blue (WJZ) had been responsible for bringing Woodbury an average of 40,000 sample requests a week and for boosting the sale of the product 15%. Increase percentage was arrived at by comparing sales over two parallel periods in 1933 and 1934.

Columbia says it is ready to cede NBC some credit for Woodbury's success on the air, but a comparison of programs and bookups should make it obvious how comparatively minor the NBC percentage of credit could really be. "Dangerous Paradise," points out CBS, is limited to the blue (WJZ) link, while Woodbury on Columbia not only has Ring Crosby, but gives the program a constant-to-constant release.

## AGENCIES COMPETE FOR D'ARCY ACCT.

Despite the fact that the head of the D'Arcy agency is himself on the Coca Cola's board, J. Walter Thompson and Benton & Bowles have gone after the account's radio business. Coca Cola's advertising affairs have been in the D'Arcy firm for years.

Show Thompson auditioned last week for the beverage outfit was headed by Victor Young.

Atlanta, Oct. 8. Official of the Coca-Cola Company, the world's largest soft drink concern, gathered in WSB's reception room and listened to two and a half hours of audition piped in by the J. Walter Thompson and Benton Bowles agencies from New York.

Officials declined to comment on their reactions to the audition.

## DIALMEN GET SALVE

WEAU Engineers Battle Yiff with Management

Philadelphia, Oct. 8. A secret confab between WEAU engineers and studio execs behind locked doors last week is understood to have averted a complete walkout of the station's technical men over the station's discipline rulings and clamor for higher wage scale were the two points of argument, which heated after station sign-off until dawn.

Engineers particularly objected to the ban on receiving of telephone calls. Studio chieftains' technical men were abusing the privilege. Discussion of salaries led to an almost complete increase for the entire staff, dependent upon length of station service.

It is understood agreement with engineers results in the organization of a company union. Meeting has brought the technical men closer to station operations and has done away with the ill feeling between the program and engineering departments which had hitherto existed. Leon Levy, WEAU head, and John Leitch, chief engineer, expressed their satisfaction over the results of the pow-wow. Dittie for the hired help.

## Shon Chi NBC Booked

Chicago, Oct. 8. Bolton Shon is taking the place vacated by Sam Pearce at NBC for booking talent and arranging personal appearances. Pearce left NBC to free lance. Shon previously was in pop music field.

## Linguistic Radio

Philadelphia, Oct. 8. With WJAS strictly foreign for three hours nightly, station antennae have been encountering linguistic difficulties. Lou Eklens, studio contractor, found a prospect wanting to buy a foreign show in Polish, although the firm was Italian. The outfit's manager could only speak Jewish. So Eklens, to sell a show in Polish, was obliged to talk Yiddish to the salesmanager, who in turn explained the deal to his employees in a smattering of Italian.

The program was finally broadcast in Polish.

## Cafe Man Forces Plug On Buddy Rogers Web Show as Agency Burns

Philadelphia, Oct. 8. Ward's Softban program broadcasting from the ballroom of the Bellevue-Stratford hotel before an invited audience of grocers, etc. Sunday night (7) was obliged to include a credit line for the Cafe International. Arthur Padula, owner of cafe, called attention to a clause in Buddy Rogers contract that local appearances outside the cafe could be performed only with Padula's permission.

Fletcher and Ellis agency choked at the free plug and tried to work out an arrangement whereby only WEAU, Philadelphia would carry the credit. This wasn't enough. Network mention was Padula's prerogative. He threatened to cancel Rogers and institute damage suit. So he got the plug.

Ward's only alternative for the two weeks Rogers is in Philadelphia would be to move to New York for the broadcast thereby obviating the Padula clause.

## WNAC Now 2,500 Watts

Boston, Oct. 8. WNAC, Boston, key station of the Yankee Network, last week boosted its power to 2,500 watts. Outfit previously operated at 1,000 watts.

# EXPECT HEARST TO TOP \$1,500,000 FOR WENR, CHI, AND NBC ACCEPTANCE

## Chicago Deal Imminent—Hearst Policy Shaping as Wish for Outright Ownerships Instead of Leases

Chicago, Oct. 8. It's a matter of only a week or two now till the Hearst enterprises make a move about their radio situation in Chicago with an outright offer to buy WENR from NBC. And it's understood that when the bid is made NBC will accept. At present there is heavy chattering behind the lines to get together on an understanding for a quick and smooth deal.

Allegedly, the net has had a total expense of approximately \$1,500,000 in acquiring this station. The selling price will probably be a reasonable margin above that, between \$1,750,000 to \$2,000,000. WENR shares time with the Prairie Farmer station, WLS.

If the sale is made it will leave WEAU with its only regular station WMAQ, of which it owns 51%, and its contract affiliate station WLS. The new contract with WLS envisions that station for two years.

## WBBM AND WOAI AS CANDIDATES

KNX's Alliance Disinclination Complicates Pacific Part of Columbia's Wish for Trio of 500,000-Watters

## SOUTHWEST WILLING

Columbia has under consideration a project that would eventually make it either the owner or ally of three 500,000-watt stations. One of these super power outlets would be located in Chicago, another in Texas and the third in California.

Targeted for the Chicago development is WBBM, CBS owned and operated. KFAB, Lincoln, Neb., which is synchronized with WBBM, would be carried along by the proposition.

Texas angle involves WOAI, San Antonio, which CBS would first like to buy and move to Dallas. This maneuver is amenable to the Southwest Network, which would under such circumstances be in a position to ask permission from the Federal Communications Commission for the transfer of KATM from Fort Worth to San Antonio and also place this outlet under the NBC banner. Southwest Network's president San Antonio, KTSB, release, would continue its alliance with CBS.

Indications are that as far as California is concerned Columbia's developments in the 500,000-watt field will not get beyond the conversational stage. Only station in that state through which the web could promote the super power idea is KNX, Los Angeles, and, with this station disinclined to do any more alliance talking, CBS' chances of achieving wholesale coverage of the Pacific region from a single source are slimmer than slim. KNX, on its own behalf, has been reported seeking a boost into the 500,000 class from its present 60,000.

This would permit KNX to assume on the Coast a position of billing itself as a one-station network.

## NBC-Recorded Discs on Non-NBC Station and Earle Anthony Wants To Make Something Out of It

### CBS Mail Clerks

CBS personnel was asked last week to get out of the habit of having personal mail addressed to the office. Head of the mail department had complained that the job of ascertaining the help's personal mislives was making it tough on his already overloaded assistants.

Order also sought to avoid an embarrassing angle. Policy in the web's mailroom is to open every envelope to see whether the contents pertain to business.

Los Angeles, Oct. 8.

Earle C. Anthony, Jr., is trying to find out what legal recourse he can take against his loss of the recorded Model Tobacco program series last week. Particular point that Anthony seeks to have determined for him is whether the switch of the discs from his station KFI to KNX constitutes a violation of NBC's contract with him. Recordings under dispute are the waxed versions of the Pick and Pat series on NBC Friday nights, with the stenotyping done by the web's transcription department while the programs are being broadcast.

McCann-Erickson agency decided to change Los Angeles stations after the Model waxings had had four releases over KFI. Fifth program in the transcription series was broadcast by KNX last Wednesday night (5). Contract that the agency had given KFI was for 12 weeks, with the usual four-week cancellation clause.

Anthony believes that unless NBC takes steps to bar the further broadcasting of these discs over KNX he would be justified in declaring that his contract with the network had been breached. Anthony's agreement gives him the exclusive franchise to all NBC programs as far as the Los Angeles area is concerned, and it is his opinion that this clause can be interpreted as to apply to the recorded versions of NBC shows.

Anthony only two months ago settled a \$45,000 suit he had filed in New York against the network.

## 52 WEEKS, NO OUTS FOR WHITEMAN ORK

Paul Whiteman has tied himself up for a third year with Kraft-Flanagan. New contract, which is non-cancelable at any point in its 52-week plan, becomes effective Jan. 2, 1935.

Under the extension Whiteman's salary goes from \$4,500 to \$5,000.

## Radio Editor Killed

Winnipeg, Oct. 8. J. C. (Chiff) McNeill, 34, radio editor of the Winnipeg Free Press, died of injuries received when he was struck by a speeding motor car, Oct. 4, as he was walking home from his office. Auto struck him with such terrific force that his body was hurled 100 feet. He sustained a compound fracture of the left leg, a fractured skull and head injuries. A blood transfusion seven hours after he was admitted to hospital failed to succor him and he died 12 hours after the accident.

Radio station CJRC devoted its customary 15-minute sport spot to a eulogy to the young newspaperman, terminating it with a lament, played by the studio orchestra.

John H. Mo., an insurance broker, driver of the death car, was released on bond of \$3,000 pending an autopsy and a coroner's inquest.

Chiff McNeill was Vancouver's correspondent in Winnipeg.

## KSO Power Up 900%

KSO, owned and operated by the Des Moines Register and Tribune interests, has received permission from the Federal Communications Commission to boost its operating power to 1,000 watts daytime and 500 at night. This is a 90% boost as compared to the outfit's power the early part of this year.

From 160 watts the station in July went to 500 watts daytime and 250 watts night time. KSO is affiliated with NBC.

Philadelphia is expected to be ready by Dec. 15. It's not likely that the shift will be made at that time, due to the radio practice of giving transmitters thorough tests to eliminate all faults before going into operation.

Sale of time on KYW has been going through without any time limit in spite of the fact that it is generally known that the station will move shortly after the first of the year. Which may or may not be indicative that the powers have been working up to the straight purchase of WENR for some time, and kept in mind that they would switch their commercials from KYW to WENR. The station has many accounts signed up with options for a year or more.

As far as NBC is concerned it marks their first major step to change their present policy of operation. It's a question as to whether the tail will wag the dog or the dog wag the tail. They have discovered that in radio it's the important broadcasts that make the station. The individual stations, figuratively speaking, are only instrumental.

Transmitter for KYW in Philadelphia

Dorothy Ann isn't afraid of the pop tunes and tackling all. Her delivery is infectious.



## You're Breaking Our Hearts' WBBM Tells Time Option Taker-Upper

Chicago, Oct. 8.

WBBM has sold the Cubs baseball games next season to the Penn tobacco company for its Kentucky Winners cigarettes, and in selling the program, WBBM is breaking its heart. It had hoped that the Ruthless and Ryan agency and the sponsor would not exercise its option for the games since the station had other prospects ready with much more coin.

So much so that WBBM offered the Penn tobacco company \$25,000 to take up its option of the games. But to no avail. Penn tobacco company will pay approximately \$25,000 for the season's baseball. It was originally \$45,000 for the lot but WBBM's new contract states that the sponsor must broadcast a ball game every day, rain or shine, which means about 35 additional days of ball broadcasts which were previously dead.

### With Regrets

Other sponsors who had offered more coin for the program were Blatz beer with an offer of \$75,000 and the General Mills which was willing to plunk down \$45,000 for Wheaties. WBBM was anxious to give this program to General Mills not only for the revenue on the single station but due to the goodwill build-up between Columbia Broadcasting System and a heavy national advertiser.

Option on the WBBM baseball broadcasts in 1935 is entered at a price of \$100,000 for the season, highest mark yet mentioned for this type of sponsorship.

## Agencies-Sponsors

V. E. Carr, formerly with Blackett-Semple-Hummert and commercial manager of WMBD, Peoria, now with the Chicago office of the Wade Advertising Agency.

Gebhardt Chili Company, a seven-year regular on WOAI, San Antonio, inaugurated an additional broadcast. It's aired Thursday mornings. Users due next Monday. Users heard on main program and a spot on how to prepare Mexican dishes.

Stack-Goble agency will put a new toothpaste brand, Norace, through an air test campaign in the New York and New England area as soon as it is set with a station lineup. Program will use Wallace Butterworth in a chatter idea framed around radio personalities. American rights to Norace, a Norwegian product, are controlled by the manufacturers of the Duplex Razor.

Liait may bring 'Andy Gump' cartoon strip to radio over CBS. 'Gump' were sponsored once before three years ago and flopped. Hollis agency represents Liait.

Outdoor Girl Cosmetics will have an option on 6-5-30 p.m. slot over CBS Saturdays. United States agency conceives.

## Wax Works

A. P. Gilbert adventure stanzas on NBC have also been booked in NBC's new series with KRLD, Salt Lake City, WIP, Philadelphia, and WWJ, Detroit.

Libby, McNeil & Libby company will use recordings for certain spots in the west coast for their new children's show called 'Og, On of Fire,' which is now riding on a Columbia split network.

Programs are being recorded by the RCA Victor studio, Chicago, right off the Columbia line. Platters should hit the west coast early next month.

Craig-Martin toothpaste 12 cent dentifrice sold in Woolworth's, and add to be carrying plenty of it in the major polisher trade is on WOR, Newark, experimentally. Using World service in five minute slots to see the effects. Street and Finney is the agency.

Cactus Liver Pills expects to launch the one minute quickies which will be with the new group of five minute recordings. Street and Finney agency.

## Broadcasts Direct from Newark Soda Fountain

Newark, Oct. 8.

Loft Candy has opened its own broadcasting studio in its Broad street store, and will broadcast once a week a program of amateurs. WNEW carries the programs.

Stunt calls for home talent to enter the ice cream parlor to participate in the programs. Store reasons they'll be accompanied by parents or friends who will consume sweets before, after and during broadcasts.

As a further tie-up Loft awards as prizes certificates worth 53 ice cream sodas (one a week) to kids showing merit. Reasoning is that kids will nag parents into coming to the store.

## Army-Navy Game May Be Part of Ford Campaign

As soon as the World Series is out of the way Ford Motors will turn its attention to football. Auto account has intentions of putting gridiron games of national interest on extensive cross country hookups. Columbia will do the clearing of these broadcasts.

Among the events that Ford plans to give a nationwide relay is the Army-Navy get-together, More Daniel's eastern engagement, the conference championship playoff and the New Year's Rose Bowl affair. Car magnate is expected to do some heavy contributing to the exchequers of the various teams for these broadcast rights.

Annapolis Naval Academy recently refused a commercial offer for five games on its home grounds with WFER, Baltimore, the outlet, giving as its reason the fact that events would take place on government property. With the Army-Navy meet staged at the Polo Grounds, this angle would not stand in the way of a Ford hookup.

L. B. Wilson, press of WCKY, and the missus to French Lick Springs for week's celebration of their fifth wedding anniversary.

## WGN, WOR Form 'Mutual Broadcast System'; WLW, WXYZ on Sidelines

Chicago, Oct. 8.

Contracts were signed last week by WGN, Chicago Tribune station, and WOR of Newark, as the first two stations of the newly incorporated Mutual Broadcasting system, heretofore known as the Quality group.

Other stations which are not yet in the Mutual system's company, but which have been hooked up with the two stations on various programs on an if-and-when policy are WLW in Cincinnati and WXYZ in Detroit. Both of these transmitters are hot for the plan but are still negotiating with other angles, particularly WLW, which evidently can't make up its mind what to do about its NBC set-up.

However, these stations have been in conference on certain details for some weeks now and it appears a clinch that sooner or later it will be a four-station network, as has been planned.

Officers of the new company are Albert McCosher, chairman of the board; W. E. Macfarlane, president; Theodore Steinhilber, treasurer, and E. M. Antrim as secretary.

WGN, Chicago, prefers the billing 'Mutual Group' while WOR, Newark, prefers 'Quality Group' as a tag for the WLW-WGN-WOR-WXYZ hookup. WLW is reported indifferent to what the group is called.

## Every Year a Loser for Municipal Station WPG; Operated by Columbia

Atlantic City, Oct. 8.

Another loss, this time for \$10,952.12, was reported by the WPG Broadcasting Corporation to the city commission Thursday (4). The statement of income and expense was made as provided in the lease between the city and the Columbia Broadcasting Corp. and covers a period from April 29 to Sept. 30, 1934.

Under the terms of the lease, the city receives revenue from its \$150,000 station, through a percentage of profits arrangement. All losses a cumulative and the city cannot hold for an income until all the losses of the previous years have been wiped out.

Losses in the four years of operation by Columbia have reached as many thousands of dollars that the city fathers regard it as impossible to ever overcome them. Lease calls for a five-year term which is nearing its end. But the renewal clause makes it a 15-year lease if it be okayed.

Income of the station is reported for the five months period as \$21,323 and expenses as \$32,275.

A detailed statement regarding the finances of WPG discloses the following:

Income—Broadcasting, \$14,497.40; cash discount received, \$17.34; income for acting as Columbia Broadcasting System representative in this territory and for originating commercial and sustaining programs, \$6,400; miscellaneous income, \$208.25; total, \$21,323.30.

Expenses—Direct expense (cost of hookups; cost of talent to advertiser, remote expense, commercial wire charges, time discount, advertising agency commission, program expense), \$17,094.41; indirect expense, transmitter expense (salaries, power, repairs, supplies, tubes, etc.), \$4,750.37; control (salaries, power, supplies, electrical research products, etc.), \$3,901.93; general expenses (salaries, executive, traveling and miscellaneous, telephone and telegraph, insurance, janitor, etc.), \$4,838.40; sales (sales expense and commission), \$1,465.03; program (salaries, copyright license, etc.), \$6,441.30; production (salaries and production expense), \$1,844.04; remote (salaries, supplies, batteries, etc. for remote control), \$1,372.25; and maintenance (radio expense, ventilation), \$1,175.54, bringing the total to \$32,275.11. Loss is \$10,952.12.

There is a report that a New York chain is angling for the lease and would guarantee the city a rental when the Columbia lease expires.

## WGWS, EVANSVILLE, AS AIR DOG TOWN

Evansville, Ind., Oct. 8.

Walter Johnson candy company feeling its way into radio with a single test campaign on WGWS, Evansville, Ind. If the idea clicks will figure to expand to some 30 spots throughout the midwest. Using announcements plus a weekly kid show.

Time placement being handled through Hugh Hager's First United Broadcasters company, Chicago.

## Conrad Back to NBC

Pittsburgh, Pa., Oct. 8.

Francis Conrad, who came to KDKA from NBC's contact department a year ago, is returning to NBC next week to join the network's radio service division. Conrad was originally sent here as assistant manager to Bill Helges, and assumed station management from him. Helges left for an NBC post until Harry Woodman came on a couple of weeks ago as KDKA's new manager.

Conrad is the son of the Dr. Conrad who is known as the father of radio, having perfected the first sending outfit.

## RAIN SHOWMASS

(Merchandising and Program Tieups)

## Outstanding Stunts

### MUSICAL BEE.

Station WPTU, Syracuse.

### WPTU's Musical Bee

Syracuse, N. Y.

WPTU (CBS) will follow its present series of musical contests with a Musical Bee in December. The 100 participants in the musical identification contests naming the greatest number of sections correctly will compete in the Bee, to be conducted much as the old-fashioned spelling bees.

As many tunes will be played as are necessary to eliminate 99 of the 100. First prize will be a late model all-wave receiving set, and other awards will go to those finishing second, third and fourth.

Bee will be broadcast, in part at least.

Present weekly identification contests comprise a 15 minute program of eight orchestral transcriptions. Those naming five of the eight correctly receive six of various other stars.

### Aeroplane Club

Trenton.

Trenton boys have gone to the conclusion as the result of a series of talks over WTNJ by Al Bennett, local flier and owner and operator of an airport at Windsor, Bennett, who talks every Wednesday afternoon, 5.30 to 5.45 on model airplane building, is now set to launch a Model Airplane Club among his radio listeners.

Members will be invited to participate in model air meet at the Windsor airport, with juvenile winners to be given free rides and those above 15 years of age get free instruction in piloting.

### WSE's Panorama

Atlanta.

WSE, Atlanta, exercised enterprise and showmanship to steal the show at the Southeastern Fair, south's largest event of its kind, in program this week.

WSE, in collaboration with the Southeastern Fair, arranged an exhibition known as the WSE-South-eastern Fair Panorama of Progress and sold space to a wide range of exhibitors, correlating some 40 different concerns ranging from a canny distillery to the Coca-Cola Bottling Company.

Set-up was a bargain for buyers. Space bought in the Panorama of Progress entitled buyer to eight spot announcements before and during the fair. WSE came out the deal by getting the card rate for the announcements.

Poster B. Steward handled the deal for the station and the fair. Estimated that more than 500,000 people will view the Panorama before fair closes. Center of hall is a WSE studio from which programs are broadcast daily and where Chick Wilson and his Red Hot Lights, WSE unit, put on a flesh show each night.

Panorama of Progress, through merit and WSE plugging was the center of attention among the exhibitors.

### Landlord Salvo As Prize

Schaectady.

Hecker Flour Company is plugging its Never Fail Flour through a 'rent' contest. Offers to pay, up to \$1,000, the rent to be paid within the next 12, 15, or 24 months by the person who can win the 'Never Fail Flour Bread For All My Baking' is adjudged to be the best.

If not a rent-payer, winner will receive the one grand in cash. There are prizes for radio plugging supplements newspaper advertising. 'Betty Lenor' (Patricia Sheldon) is pointing away on the contest during her 'Household Chats' over WJY.

### Theatre-Station Tie-Ups

Syracuse.

Film houses are paying increased attention to radio with 15-minute dramatizations of current pic as the favorite medium. WSEB (NBC) is especially cultivating the field, and has a stock unit in talent recruited to fill the sketch casts.

Press book scripts are largely used, but if locally written dramatizations are written by E. R. Ripley, program director, who also produces.

The Herald said the plan last week to exhibit a new play, 'The Golden Murder,' Ripley dramatizing the first two chapters for air use.

### Ford Follow-Up

Cincinnati.

Ford dealers here had a swell exploitation of world series broadcasts by loud speaking 'em for public reception. Two downtown stations were seen to use for the finale and ending by having

scores were posted on windows for passersby. One station provided 150 chairs for guests. Ford radios were used for the gratis hearings.

Best plug was from top of four-story building at Fifth and Main, where an orchestra and battery of amplifiers were erected to tone accounts of the games. Position afforded sweeping view on Fifth street, the large main stem, for two blocks across Government and Fountain squares.

A large double banner, mounted on a double balcony, hung from baseball porches in the central part of town.

### They Love It

Lincoln. KFOR has the town going now with a 'Man on the Street' broadcast. In its first week it became so popular it was jumped from once a day to twice a day. Poster play, as usual, has been the main attraction preparatory to the interviews.

All sorts of problems, city, state and national, are brought before the mike, and then the passersby or gazees stand at the mike and pressed into service, giving their ideas about whatever problem they find themselves confronted with.

### Joe Penner Windows

Baltimore.

In advance the first Joe Penner program for Chase & Sanborn, which WJAL carries, the station put in a display in the local Java distributor's firm's big main street show window. Mounted on insubstantial mike with enlargement of station's seal in background. On each side was a life-size blow-up of Penner and his dog, and a sign above his feet. Best of space was given over to slow of stills showing the comic in various poses and get-ups. The firm itself inserted a couple cards plugging the contest.

### 'Stump Up' Program

San Antonio.

KABC, a 100-watt, demonstrates its listener attention with a 'stump up' you can't program which hits the air three times weekly. It's two girls in harmony who dare the audience to send them a request for a number they can't do. Civil service is the subject of the game. Girls usually manage to dig up the numbers and get them on the air shortly after request received. No phoning. Requests must come by mail.

### Selling Electricity

Portland, Ore.

A fifteen-minute dramatized program explaining the use and value of a new free service offered to anyone desiring it has been undertaken by the Northwestern Electric Co. The dramatized program, entitled 'Experience From Life,' is given by Harriet May and Bonnie Carol Withers each Wednesday morning and presents the use of the service in a dramatized way.

It involves the checking of the amount of light thrown upon reading material in any room by the use of an instrument called a 'Light Meter,' which registers units of light. The danger of dim light on one's eyesight is pointed out. If the normal mark is not reached on the gauge, a larger globe is needed or a fixture moved. The returns from the program result in the sale of more and larger globes and increase the consumption of electricity.

### Advertise Educational

Annes, Iowa.

WOL, Iowa, state college radio station, has gone into print (The Annes News) to promote the educational and municipal program of the school. Program broadcasts start at 7 a.m. and go off the air at 4 p.m. in the afternoon.

An average of three bikes is used daily to promote the 540 horsepower, 5,000 watt.

### Second Basting Series

Dubuque, Ia.

WKHI, stumped because of inability to broadcast direct world series baseball, owing to jam as regards commercial aspect without pay, had its own party at 5.30, giving a recapitulation of the game, play by play, as it occurred.

Figured plenty of justification for a repeat, sans delays and other interference incident to announcement of a second series. WKHI was in the same spot, as were many other stations. It could use the play-by-play if plugging the commercial situation may be postponed from doing so by the scheduling of no pay, no play.

### After Conventions

London.

Both WTRC and WDRB appeared time during the past few weeks to make a drive for convention business to the city. Mayor, governor and many other officials gave their time to broadcast fifteen-minute speeches each day.

Have already bought one large convention for the city.



# CHEVROLET

44 WEEKS WEAF-NBC

Mar. 3rd, 1933-Apr. 1st, 1934

CAMPBELL-EWALD AGENCY

and then



# GENERAL TIRES

26 WEEKS WEAF-NBC

Apr. 6th, 1934-Sept. 20th, 1934

D'ARCY AGENCY

NOW



# JELL-O

GENERAL FOODS

Commencing Sunday P. M. Oct. 14

WJZ-NBC COAST TO COAST

YOUNG & RUBICAM AGENCY

# JACK BENNY

SAM H. HARRIS  
on November 12th, will present  
a play by George S. Kaufman and Morrie Rykind  
"BRING ON THE GIRLS"  
with  
JACK BENNY

with  
MARY LIVINGSTONE

AUTHOR  
HARRY W. CONN

DIRECTION  
NBC ARTISTS BUREAU

PERSONAL  
REPRESENTATIVE  
ARTHUR S. LYONS



## Here and There

**So-and-So** trio, long on Hearst station WCAE, have resigned to go with KDKA Pittsburgh. With them goes Ralph Federer, an accompanist and arranger.

**Fred Lang** gets the W4AU Phila. birth vacated by Anne Butler in favor of Lennen & McNeill agency.

**Sybil Selgel**, former advertising manager of WNEW, New York, out of sound after three months' siege.

**George Tagroon** is the new traffic manager at KMTX Hollywood.

**Bradley Kincaid**, Illinois singer, has terminated a 15 months stay at W. Y. Schenck's in order to work on a commercial over WABC's Radio City.

**C. A. Krasch**, formerly sales director of WMCA, New York, has joined Radio Sales, Inc., CBS' spot broadcasting subsidiary in a selling capacity.

**Hollywood on the Air** switched again to Friday nights. Regular Saturday program recently was scheduled for Sundays but now back to Friday.

**Welcome Lewis** now a regular on KFWB Hollywood, with three 15-minute sustainers a week.

**Ned Midgley, Jr.** of B.B.D. & O took a bride unto himself Saturday (8) and is making it a three week jaunt to Bermuda.

**Harold Mackett** has quit the NBC production staff to agent for the Radio Music Corp.

**Delegation in New York** last week from the J. Walter Thompson Chicago office included Kenneth Hinks, Henry Stanton and Richard Loch rider.

**Lee Armer** (Southwest Network) stayed over an extra day to listen to a proposition from NBC. His stations are currently affiliated with Columbia.

**WKBS, Dubuque**, is readying its first mystery play offering in station drama. Home Supply Co., Dubuque bankrolling a three-months' program, every Thursday night with Edward Felen handling direction and talent.

**Parker Smith** has joined the commercial staff of WLAC, Nashville.

**WSOC** will celebrate its first anniversary as a Charlotte station on October 14. The station was formerly located at Gastonia, N. C. It was made an NBC affiliate on its removal to Charlotte.

**Pauline Courtney**, known as 'The Sunshine Girl' appears Wednesday nights, 8 to 11.5, over WTNY, Trenton, N. J. Started three weeks ago.

**Neal O'Hara**, sports writer and humorist, has been engaged by Croft Brewing Company of Boston to do a series of sport talks on the New England network for Croft ale.

**WHAM, Rochester**, barring political talks following a controversy last fall, gives WHBC a heavy lineup all to itself.

**Harold Carr**, announcer and program director for WOAI, San Antonio, bound for Cincy to join WLW's production department.

**Brooks Connolly**, announcer, and Jimmy Dupree, technician for KTHA, San Antonio, back from a World's Fair a.s., visited 12 stations en route.

**Earl Redell**, ex-Chicago free-lance announcer and more lately of KTHA, has joined KTAT Fort Worth.

**Jimmy Gallagher**, who surfs KTHA's transmitter, is back after musing that injured hand recovered while boating on Medina Lake, near Fort Worth.

**Violet Johnson**, former continuity writer, KSO, Des Moines, married to Charles E. Devlin, Register and Tribune newspapers.

**Mavis Kirk**, for past couple of years announcer for WCBM, Baltimore, has been taken to N. Y. by CBS and spotted in the production dept. Started in at new post on couple of days' notice.

## Chevrolet Pays \$1,000 Each for Penn U. Games

Chevrolet has extended its football campaign to take in the Southwest Network, WIP Philadelphia, and WJZ Detroit. For the Philly area the auto account has tied up eight University of Pennsylvania games paying \$1,000 for the rights to each event. Southwest link will carry nine gridiron games under the Chevrolet label.

### Collegian Gift of Gab

Charlotte, N. C. Oct. 8. WBT had week discussed a new football announcer in Skip Brown, president of the student body at Davidson College.

## Fascists' Radio Ushes

Rome, Sept. 27.

A circular has recently been sent round to the secretaries of the Fascist Combatants' Federations by H. E. Starace, Secretary of the National Fascist Party, calling upon them to take immediate steps with the school and local authorities in rural districts to enforce the provision that receiving sets be installed in all schools.

Fascist Party and the Ministry of Communications having brought pressure to bear on the firms making sets and the latter have agreed to supply them at reduced rates to schools and all the offices of the Party that are in close touch with the people.

## WTAM's Talent Quest

Massillon, O., Oct. 8.

This town seems to have produced quite a crop of radio possibilities. A recent talent quest by Hat Metastor of station WTAM Cleveland, uncovered James Hicks, Margaret Spangler, Helen Hawing, Paul Kelly and his Femeline Hawaiiana, Thelma Walter Eva Van Drees and the White Dove orchestra.

All these turns are said to be tried out on the Hot and Stum program over WTAM in the future. Lincoln theatre and new WTAM in the talent quest. Not reported if station will pay the acts for the Cleveland appearance.

# Anson Weeks

## and HIS CALIFORNIA ORCHESTRA

An ORGANIZATION THAT LENDS DISTINCTION.



Mark Hopkins Hotel, San Francisco  
Six and One-Half Years

"Lucky Strike" Programs  
Twenty-one Times

Shorts for Paramount  
Rivoli, New York, New

Hotel St. Regis, New York  
Twenty Weeks

Roosevelt Hotel, New York  
Ten Weeks

Brunswick Recordings  
Exclusively

Hotel Biltmore, Los Angeles  
Four Weeks

On Road Tour  
Since First of Year

Aragon and Trianon, Chicago  
Six Weeks Each

Hotel Waldorf Astoria, New York  
Five Weeks

ANSON WEEKS AND HIS CALIFORNIA ORCHESTRA HAVE PLAYED SOME OF THE MOST EXCLUSIVE ENGAGEMENTS IN THE COUNTRY, for which they wish to thank all concerned

AFTER TERMINATING A VERY SUCCESSFUL AND HAPPY FIVE WEEKS AT THE WALDORF-ASTORIA HOTEL IN NEW YORK, ANSON WEEKS AND HIS COMPANY OF MUSICIANS AND VOCALISTS DEPART FOR BOSTON, MASS., TO PLAY A LIMITED ENGAGEMENT OF FOUR WEEKS AT THE HOTEL STATLER, STARTING OCT. 4th.

Division of  
MUSIC CORPORATION  
OF AMERICA

FEATURING  
FRANKIE BAPUTO-KAY ST. GERMAIN  
BEN OAGE

Personal Manager  
WALTER BUNKER, Jr.



KATE SMITH

wabe

columbia  
broadcasting  
system . . .

wednesday  
3-4 P. M.

thursday  
8-8:30 P. M.

friday  
10:30-11 P. M.  
e.s.t.

coast-to-coast

Management  
TED COLLINS



# Chi Stations Seek 20% Boost in Rates as Biz Crowds Transmitters

Chicago, Oct. 8. Station managers locally are beginning a drive to raise rates in Chicago. There has been sporadic talk regarding possible rate increases in the past few months but under the crush of competition the boys have failed to get together. But the phones are buzzing again and it's likely that a meeting will be held either this week or next on a general policy of rate boosting. Station managers have been yelping for some time now that Chicago rates are far out of line in comparison with towns of much smaller populations. Towns such as Minneapolis, St. Louis, Kansas City, Detroit, Cleveland, have rates equal to or more than the ten Chicago stations with a listening potential two, three and four times greater than any of these other midwest towns.

This is the yelp of the local managers and they are angling now for a 15-20% hop in general rates. Top rate now is \$500 on the NBC station, WGNH. Next is the Columbia station, WBBM at \$450. And in the \$400 slot are WMAQ, KYW and WGB, the Chicago Tribune station. Tribune outlet's \$450 is figured as a national rate and has a local rate considerably lower, the only top station with a local rate in Chicago.

It is figured that the rate should be boosted to between \$575-\$600.

## Ives to WHAT

Philadelphia, Oct. 8. Anice Ives, hotel home economist, has transferred her show to WHAT, after three years with WIP and WLIT. Ge's radio club has the largest membership here, totaling 15,000. Show airs each morning at 10:00.

Mim Ives was the recipient of the coveted Philadelphia Award (Bok Prize) last year for her work with shut-ins and in aiding needy families in Philly and vicinity.

## RKO PIX STUDIO IS JAMMED WITH SHOWS

Hollywood, Oct. 8. With NBC studios on the RKO-Radio lot jammed up with the increasing number of chain broadcast cases released from Hollywood, arrangements have been made to use the studios of Recordings, Inc., for overflow programs. Recordings' plant is within a block of the NBC office, which makes the hookup comparatively easy.

Low Cabin syrup program with Larry Ross, was the first program to go out from the Recordings studios. Latter handled the program last Wednesday night (3), and will do the balance of the Log Cabin series from here.

Besides other pickup programs when the NBC studios have capacity, Recordings, Inc., plant will take care of the Maxwell House Showboat Hour, which starts Thursday (11) and continues till Dec. 1.

## Separate Becker Show On WGN for Morrell

Chicago, Oct. 8. Four-way wrangle involving NBC, Henri Hurst and MacDonald agency, WGN and the John Morrell dog food company over the Bob Becker show has been settled. WGN will not take the show direct from NBC as had been originally desired by the agency and the sponsor. Instead WGN will run a separate broadcast on Sunday evening.

Show rides on NBC on Sunday afternoon, right behind the broadcast of the Rival Dog Food company show on WGN. Since it was impossible to run two dog food accounts right next to each other, the agency and sponsor agreed to the rebroadcast for the Tribune station.

## New Business

(Continued from page 50)

Nov. 18. Through David Malkiel, Boston. WAAB.

Levy Brothers (Lifebuoy Soap), 65 five-minute electrical transcriptions, Tuesday, Thursday, Saturday, beginning Oct. 3. Through Ruthrauf & Ryan, N. Y. WNAU.

Gerdon's Reading Room & Commercial Printing Co., 13 broadcasts, Tuesday, Thursday, Saturday, Boston. WAAB.

H. Porter Distilling Co., 32 temperature reports, daily, renewal effective Sept. 29. Through H. B. Humphrey, Boston. WNAU.

H. P. Road & Sons, 308 15-word cut-ins, Monday, Thursday, Saturday, starting Oct. 1. Through Harry M. Froot, WAAB.

Dr. McKnight, Inc., 39 weather forecasts, Tuesday, Thursday, Saturday, starting Oct. 2. Through Leonard R. Bingham, Boston. WAAB.

Spencer Shoe Store, nine high school football scores, beginning Oct. 6. Through H. B. Humphrey, Boston. WAAB.

W. P. Schmitt & Sons Corp., add stations WORC and WICC; 13 half-hour programs starting Sept. 23, Saturday, Sunday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday. WICC.

J. J. Fox Furriers, 35 weather forecasts, daily, starting Oct. 1. Through Alfred Rooney, Boston. WAAB.

Road Electric Co., 13 15-minute electrical transcriptions, Wednesday, starting Oct. 3. WNAU.

Prince Macdonald Mfg. Co., 128 15-word cut-ins, twice daily, starting Oct. 3. WAAB, WNAU, WICC.

Raymond's, one 15-minute program Oct. 8, and 11 announcements starting Oct. 4. Through Joe Baxx, Boston. WICC.

Giant Stores, 18 announcements starting Oct. 6. Through H. M. Froot, Boston. WICC.

## DUBUQUE, IA.

Blacky Of Cal, quarter hour nightly for 26 weeks, transcription, "An Adventure of Jimmy Allen." Placed direct. WKBB.

Eldred G. Goldberger, Inc., Chicago, Ill., and Black Forest Village, Century of Progress, 13 weeks, one announcement daily. WKBB.

Lorenz Laundry, 13 15-minute transcriptions, renewed. WKBB.

Hartman's Furniture Co., 53 15-minute noon, inquiring reporter, renewal. WKBB.

Hotel Julien, Dubuque, two announcements daily. WKBB.

Dubuque Dealers' Association, 13 15-minute announcements and transcriptions, three weekly. WKBB.

Tresack Building Co., 53 15-minute nightly, transcription. WKBB.

Rhemberg Fur Co., 53 15-minute periods, three weekly, transcription, renewed. WKBB.

Jeannette Wren Co., eight two announcements daily. R. J. Potts & Co., renewed. Placed direct. WKBB.

Plattville, Wis., merchants, 53 one-hour daily variety. WKBB.

Kraft Clothing Store, 75 announcements. WKBB.

Melo-Cream Danette, 18 weeks, daily announcement. WKBB.

Reister Flour Mills, 13 weeks, daily announcement. WKBB.

Big Shoe Store, till forbid, daily announcement. WKBB.

Goodman Jewelers, 18 weeks, daily announcements. WKBB.

Home Supply Co., 13 weeks, one-half hour weekly, mystery play, local talent. WKBB.

## HARTFORD

Richfield Oil Corp. of New York, 65 three broadcasts, Monday to Friday, inclusive; air adventures of Jimmy Allen, transcriptions. Placed by Fletcher and Ellis. WDIR.

Albert's Radio Company, 13 Saturday afternoon broadcasts of Don Giovanni, singer. Placed direct. WTIC.

Carlton Hovey Company, Cherry Pectoral Medicine, 154 50-word announcements, anytime. Placed by Broadcast Advertising. WDIR.

Recall-United Drug, five one-minute night time announcements, electrical transcription. Placed by Street and Fisher. WDIR.

Dag Welfare Association, of Connecticut, four 15-minute broadcasts. Placed by Helen I. Williams. WDIR.

Bala Blye Shop, Hartford, starting Oct. 15, 13 15-minute broadcasts, High Illarities, electrical transcription. Placed by Julius Gross Agency. WDIR.

## LOS ANGELES

Dodge Bros., Calif. dealers, Tuesday, Thursday, dramatic serial, starting Oct. 16, six months, 12 stations. Don Lee Coast chain.

## CINCINNATI

Smith & Kasson Co., department store, sponsoring new series of Sunday night sports interviews via C. T. WKCY.

## PORTLAND, ORE.

Eddy Brothers Corporation, six one-minute announcements. Placed by Ruthrauf & Ryan, Inc. KGW.

New Spectra Laundry, announcements service, KGW.

Dr. Harry Becker, dentist, three announcements daily on news broad-

## NBC Angling for Program Control With Chi Talent-Script Showings

cost for one year. Placed by Adolph Block Agency. KGW, same on KEX.

Meier & Frank, announcement service. KGW and KEX.

One Price Green Shop, four announcements daily. Placed by Mary Fontana Agency. KGW.

Janitza Branch, daily announcement service. KEX.

Blue Danube Gardens 15 minute broadcast, three times weekly, until cancelled. KEX.

Oregon Hotel, dance band program, three times weekly. KEX.

Lincolnton Products, Inc., 13 five minute programs, one month. Placed by Gerber & Cronsey Agency. KEX.

## CHICAGO

Ma Esmond Distributing Company, weather reports three times daily. Direct. KYW.

Olson and Ebner, time signals, six times daily. Direct. KYW.

Gooden Clothing Company, seven 15-minute periods weekly. (Harry Atkinson Agency.) KYW.

Midcontinental Petroleum Company, weather reports six times daily, starts Oct. 18. (R. J. Potts Agency.) KYW.

Harding Hotel Company and Restaurants, renewal, Oct. 19, for another year. Sundays 4:00-4:15. KYW.

## SAN ANTONIO, TEX.

Karstkin Furniture Company, 300 spot announcements on 52nd anniversary sale, 10 a day for 30 days. Philuck Advertising Agency. KONO.

Serbat-Ulrich Cold Remedies, St. Joseph, Mo., 300 correct temperature spot announcements. Five daily. Placed direct. KONO.

Firststone Tire & Rubber Company, 10 time signals daily. Placed direct. KONO.

## KFAB'S FOOTBALL SPONSOR

Lincoln, Oct. 8.

KFAB here aired the Nebraska-Minnesota football tussle on the Swede grid Saturday (6) with the Geach Milling Co. here sponsoring. Understanding was that no cost was hung on the arrangement by Minnesota athletic officials and the only charge was for the station time and wire.

Harry Johnson, sports announcer, did the chatter with Al Poska, Dee Ditts and Bob Jensen, operator, assisting. Estimate the audience was larger than any other single broadcast in two years.

## RICKENBACKER'S SHIFT

Los Angeles, Oct. 8.

After resigning his berth as production manager at KHL a couple of times and changing his mind, Paul Rickenbacker finally makes it stick.

He is now on the CBS Coast staff as producer for George McGarrett, west coast program director.

Chicago, Oct. 8.

NBC has come around to the mind of 'showings' of talent and program ideas for the sponsors and advertising agencies. Will run a 60-minute show each week, displaying scripts, twists and performers.

All material and talent is under contract to NBC and may be bought by the sponsors but only under this agreement that the shows go on NBC.

Other studios in town have previously operated these general auditions but they have never caught on, the boys soon tiring of that weekly grind. This is entirely different from vaude which is based on the regular routine of showing nights to dig up new talent ideas.

It represents the latest move on the part of NBC to take an active hand in the building of radio shows going over its wires. In the past few months the network has become frightened at the trend of agencies and sponsors to build their own shows and use the network purely as a mechanical medium.

## Paul Bronson Fatally Injured in Auto Crash

St. Paul, Oct. 8.

Paul Bronson, 35, prominent in northwest radio, died Sunday (7) night from a skull fracture suffered in a traffic crash 18 hours before.

Bronson, who was known nationally as a sports authority and football announcer, was production manager of KSTP at the time of his death. He had handled the mites for important football broadcasts since 1928.

Widow, a son and a daughter survive.

## Arnold Hartley at WCAU

Philadelphia, Oct. 8.

Coming to WCAU on Oct. 12, is the studio's program department, replacing Arthur Bryan who leaves the day previous, is Arnold Hartley. He is former program director of WGBM, Chicago, and WIND gang. Scheduled to handle all WCAU script jobs with production assignments on new commercial shows.

Another WCAU addition is Fred Lang of WNAU, who arrived last week to fill the announcing job vacated by Blayne Butcher, now with Lennox and Mitchell.

## Rajput Back in Chi

Chicago, Oct. 8.

Dr. Joachim or Rajput as he's known on the other returns to WBBM here on Oct. 15, on a new series for Dr. Owens toothpaste. Will be a three times weekly ride.



## Tickling the Nation's Funny Bone OVER THE WORLD'S MOST POWERFUL BROADCASTING STATION

### "Little Tins" and "Mrs. Emma Potts"

The uplifters of Monkey Hollow, "way down South" broadcast exclusively for WLW. The fan mail of these two popular characters—old troupers both—indicates an amazing listener interest. People everywhere respond to the inimitable negro dialect and highly original and amusing episodes. This attraction over WLW is available for commercial broadcasting.

From the sound of footsteps to a symphony orchestra...



talent and production facilities cover the gamut of radio entertainment...

# LEON BELASCO

With His Augmented ORCHESTRA

## OPENING

### Casino De Parez

NEW YORK

October 18th

BROADCASTING COAST-TO-COAST  
Columbia Broadcasting System

ARMOUR HOUR with  
PHIL BAKER—WJZ—9:30-10 P.M.

SOLE DIRECTION  
Herman Bernie, 1219 Broadway, New York

# SEPT. BZ OK. DISKS NOT SO

Sheet music business held on nicely through September until the final week. From then on it's been a nip-and-tuck affair, with no new hits in sight to help jack things out of the rut. Dealers in the mail areas felt the rub in a big way during the textile strike, and it isn't expected that this source will start any heavy reffiling of the sheet racks for at least another two weeks.

The mechanicals seem to be little other than keeping time until Decca has released its final list. Victor avers that it will stand pat at 75¢ with its name band records, while Brunswick is reserving its announcement of changes in price policy, if any, for the time being. In September the Casa Loma band, now a Decca affiliate, led the Brunswick list, while Ray Noble did similar honors for Victor.

With the sheet contingent the big upshot of the month was 'Two Cigarettes in the Dark' (DeSylva). 'Love in Bloom' (Famous) maintained for the second month a nifty selling pace, while 'Moon Glow' (Mills) did enough of a steady groove to raise it seventh place. Other runners-up for September were 'Pardon My Southern Accent' (Berlin), 'For All We Know' (Felt), 'With My Eyes Wide Open' (DeSylva) and 'The Very Thought of You' (Witmark).

Turn of the month found three tunes coming along nicely. They are 'One Night of Love' (Berlin), 'Blue in Love' (Famous) and 'Lost in a Fog' (Robbins).

## Chi Looks Up

Chicago. Business continues to climb in this territory both for sheet music and discs. This is a regular occurrence at this time of the year, but at present is more heartening than it's been in some three years. Discs particularly are feeling optimistic with record sales far ahead of any mark since 1930. Phonograph companies believe that they are finally seeing light, especially since many of their sales are going to individuals and not to the automatic machines for restaurants, cafes, etc. Automatic sales still lag, however, figuring about 40% of the total record biz.

'Love in Bloom' remains the high tune on the pop line-up, outselling its nearest competitor by more than 2-to-1. Coming up fast is 'I Saw Stars' and figures to be the new winner. Not on the main list, but close up are 'For All We Know' and 'The Very Thought of You' and 'Moon Glow'.

## Coast Dips Down

Los Angeles. Failure of the three major recorders to come through with any new hits had wholesalers and retailers singing the blues during September, although his hit fairly strong. In the sheet music field not a single hit song came through. Columbia, which is fast passing out of the picture, sent in two new recordings by Ben Goodman and his orch., and these were speedily gobbled up by the trade. Bing Crosby platters again dominated the disc field, and 'Love in Bloom' continued the outstanding seller both in sheet form and on the Brunswick foil.

Trade is anxiously looking forward to the advent of Decca on Oct. 15, with upwards of 500 recordings as its initial blast.

## YAKIMA STICKUP

Yakima, Wash., Oct. 8. Just after L. H. Huffman made out the Mayfair Club the night of Sept. 30, a man knocked on the door and called out that he had left a package.

Huffman unlocked the door and was held up by a revolver pressed against his body. Huffman and another man, Ben Dyer, were herded back to the cash register, from which the bandit took \$232 and made his escape.

Agate New York Welcome

**HAL KEMP**  
and His Orchestra

making money music at the Hotel Pennsylvania and the NBC Station.

is used. They feature the tunes of the show, for example:

"I SAW STARS"  
"LOST IN A FOG"  
"WHAT ABOUT ME"  
"WILD MONKEY"  
"A NEW MONK IS OVER MY SHOULDER"

**ROBBINS**  
MUSIC CORPORATION  
199 SEVENTH AVENUE  
NEW YORK

# SEPTEMBER MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIK SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING SEPTEMBER BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

## 6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'Love in Bloom'	'Love in Bloom'	'Love in Bloom'
Song—No. 2	'I Saw Stars'	'Two Cigarettes in the Dark'	'Two Cigarettes in the Dark'
Song—No. 3	'Two Cigarettes in the Dark'	'I Saw Stars'	'I Saw Stars'
Song—No. 4	'I Only Have Eyes for You'	'I Only Have Eyes for You'	'I Only Have Eyes for You'
Song—No. 5	'I Never Had a Chance'	'All I Do Is Dream of You'	'Pardon My Southern Accent'
Song—No. 6	'Cocktails for Two'	'I'll String Along With You'	'For All We Know'

## 3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Out in the Cold Again,' 'Learning' (Casa Loma Orch.)	'I Saw Stars' (Fredly Martin Orch.)	'Love in Bloom' (Bing Crosby)
BRUNSWICK—No. 2	'Don't Let It Bother You,' 'When He Comes Home to Me' (Leo Reisman Orch.)	'The Breeze' (Anson Weeks Orch.)	'King Kamahamaha' (Ted Fio-Rito Orch.)
BRUNSWICK—No. 3	'Then I'll Be Tired of You,' 'I Saw Stars' (Fredly Martin Orch.)	'Two Cigarettes in the Dark' (Casa Loma Orch.)	'I Saw Stars' (Fredly Martin Orch.)
BRUNSWICK—No. 4	'For All We Know,' 'When You Were Smiling on Mother's Lips' (Hal Kemp Orch.)	'When the Moon Shines on the New Moon Day' (Fredly Martin Orch.)	'Mounalos' (Ambrose Orch.)
BRUNSWICK—No. 5	'Two Cigarettes in the Dark,' 'Here Comes the British' (Clara Gray Orch.)	'When You're in Love' (Hans Columbia)	'Give Me a Heart to Sing To' (Bing Crosby)
BRUNSWICK—No. 6	'I Only Have Eyes for You,' 'New Moon Over My Shoulder' (Anson Weeks Orch.)	'Love in Bloom' (Hal Kemp Orch.)	'Two Cigarettes in the Dark' (Casa Loma Orch.)
COLUMBIA—No. 1	'Two Cigarettes in the Dark,' 'Fortuna Tella' (Johnny Green Orch.)	'Hot Lips' (Henry Busse Orch.)	'Take My Word' (Benny Goodman Orch.)
COLUMBIA—No. 2	'You're a Builder Upper,' 'I'm Just That Way' (Henry King Orch.)	'Two Cigarettes in the Dark' (Johnny Green Orch.)	'It Happens to the Best of Friends' (Benny Goodman Orch.)
COLUMBIA—No. 3	'It Happens to Best of Friends,' 'Take My Word' (Benny Goodman Orch.)	'Pardon My Southern Accent' (Irving Aaronson Orch.)	'Moon Glow' (Benny Goodman)
COLUMBIA—No. 4	'Two Cigarettes in the Dark,' 'It Was Sweet of You' (Frank Parker Orch.)	'Fun to Be Fooled' (Henry King Orch.)	'All I Do Is Dream of You' (Henry Busse Orch.)
COLUMBIA—No. 5	'Pardon My Southern Accent,' 'You First Are an Olive' (Irving Aaronson Orch.)	'You're a Builder Upper' (Henry King Orch.)	'I Ain't Lasy' (Benny Goodman Orch.)
COLUMBIA—No. 6	'A New Moon Over My Shoulder,' 'The Tajmahal' (Johnny Green Orch.)	'Take My Word' (Benny Goodman Orch.)	'I've Got a Warm Spot in My Heart for You' (Ben Pollack Orch.)
VICTOR—No. 1	'Very Thought of You,' 'I'll Be Good Because of You' (Ray Noble Orch.)	'Two Cigarettes in the Dark' (Jerry Johnson Orch.)	'I Never Had a Chance' (Eddie Duchin Orch.)
VICTOR—No. 2	'I Never Had a Chance,' 'Dust On the Moon' (Eddie Duchin Orch.)	'I Saw Stars' (Paul Whiteman Orch.)	'Two Cigarettes in the Dark' (Jerry Johnson Orch.)
VICTOR—No. 3	'Love in Bloom,' 'Straight From the Shoulder' (Paul Whiteman Orch.)	'The Very Thought of You' (Ray Noble Orch.)	'Beach Boy' (Paul Whiteman Orch.)
VICTOR—No. 4	'Moon Glow,' 'Matters' (Cab Calloway Orch.)	'Love in Bloom' (Paul Whiteman Orch.)	'My Dear' (Jan Garber Orch.)
VICTOR—No. 5	'I Saw Stars,' 'I'm Counting On You' (Paul Whiteman Orch.)	'I Never Had a Chance' (Eddie Duchin Orch.)	'Midnight, the Stars and You' (Ray Noble Orch.)
VICTOR—No. 6	'Then I'll Be Tired of You,' 'Have a Little Dream Go Me' (Pats Waller Orch.)	'Pardon My Southern Accent' (Paul Whiteman Orch.)	'I Only Have Eyes for You' (Eddie Duchin Orch.)

# NIGHT CLUB REVIEWS

## BEVERLY-WILSHIRE

### LOS ANGELES

Beverly Hills, Oct. 4. Snooty Beverly Wilshire imported the Vincent Lopez orchestra to open the fall season. For draw purposes, it was a good move. Hotel had the Arnhem combo last season with the exception of a few tail-end weeks. Lopez and his band satisfy the customers who find the brass instrumentation a novelty compared to the Coast's sweet music combo. How long the loud playing remains a novelty is another question which will be answered when Lopez' original six weeks are up.

Hotel is the only spot in or around L.A. where those who have it to spend can hoof on Sundays. Recently the class Victor Hugo restaurant completed a new building in Beverly with the hope of coming slightly off the high horse by installing a name band and dancing. Before the building was completed, city fathers passed an ordinance that dancing would be permitted in hotels only. Beverly is the only hotel in the class suburb. So figure it out.

Business has been near capacity in the 600-seater since Lopez arrived. Band is here for around \$1,000 weekly, which is a good bet for any local establishment to crack. NRC Coast network is the air outlet, with Lopez also doing a weekly commercial for Milt Coffee, Cal.

## Hollywood Rest, N. Y.

A Broadway landmark by now and well known to out-of-towners, the Hollywood, after redecoration, has prepared for the fall rush with a new show. It's a swell act for the place and will benefit a lot from favorable word-of-mouth, which coupled with perfect quality of food and refreshments, should give the spot business in spite of the tremendous capacity, included in part

by close but comfortable groupings of tables.

The show stars Lillian Roth, with a line-up of talent supporting that rounds out a smart floor show. Charlie Davis and his orchestra remain over with this new revue until Rudy Vallee gets back from the Coast in November.

New show is along spectacular lines, staged by Danny Dare with lyrics by Dave Oppenheim and music by Michael Cleary. It is preceded by a warmer-upper in the form of the very clever musical act of George Switzer and Alex Kahn, with m.c. assistance from the floor by Jerry Lester. The puppet show is on the stage portion behind the band and high enough up that no one can miss it. 'Mac West goes simple,' 'Rudy Vallee at home,' singing 'Man on the Flying Trapeze,' a scene between Garbo and Durante, and a bit in which an opera prima donna does vocal acrobatics are in the routine. The act is a curio raiser that provides a smart touch of novelty.

Floor show itself is long, but not cumbersome nor slow, having plenty of talent and a lot of production background. It starts out with the girls behind a drop on the stage, openings for heads and one leg going with lyrics that whet the interest in what's to come. Coming down on the floor, numerous girls step out for specialties, including Betty Reed as a dancer; Virginia Vaughan, with a rhythm tap routine, and Ellen O'Connor, ballerina. This dancing foundation is topped by Miles and Koger, top-notch solo team. With the man among the best of adagio leaders, the Miles-Koger routines have both snap and beauty, heads being built along lines that are different.

The Four Diplomats provide that Yacht Club touch, with three numbers that say they are 'The Customer's Always Right,' a gentle reminder—rather, a number about (Continued on page 55)

## Stairs a Factor in Md. Band Dismissal

Baltimore, Oct. 5.

Harry Higgins, operator of the Baldwin, nitery inagerstown, Md., is in the hospital with a broken arm, leg and collarbone. Injuries were incurred last week when he ejected the orchestra that for some weeks past had been ensconced in his establishment.

Seems the agency that had booked the orchestra in complained to Higgins that commission had not been forthcoming and that the musicians refused to cough up any coin. Higgins asked for another aggregation, and that night herded up the band and its instruments and hurried the outfit out.

In his hurry in giving the crew the rush, Higgins toppled down a flight of stairs and sustained the broken bones.

## Lutz as Busse Rep.

Chicago, Oct. 5.

Sam Lutz leaves the local music field to go with Henry Busse as business manager and personal representative.

Lutz was with the Engel firm here.

Wilson's N. Y. O. O.

Meredith Wilson, NBC's general musical director out of San Francisco in New York yesterday (Monday) from the coast via the Canal for his annual vacation in the east. Wilson will look around for a couple of weeks before going back.

Ozzie Nelson unrolls at the New Yorker tomorrow (10).

Mal Hallett opens at the Roseland ballroom tonight (9).

## NAT'L BOARDS GET 1ST PEEK AT MUSIC CODE

Copies of the final draft of the music industry's code will not be submitted to the publishers' organizations until after the document has received a going over from the various national boards coming under the NIA. These criteria represent the labor, the consumer and the employer divisions.

F. A. Murkland, deputy NIA administrator, whose authority extends over all publishing industries, figures that time would be saved by first putting the music code through this inter-board scrutiny. Code as passed by them will be the version that will be submitted to President Roosevelt for approval.

## SALESMAN WANTED

YOUNG MAN WITH ORCHESTRA CONTACT TO SELL.

Nationally Known Tailor-Made Suits, Tux and Band Outfits

\$21.50 to \$39.50

J. B. SIMPSON, Inc.  
19 West 34th Street  
NEW YORK

## ELENORE WOOD

EXOTIC DANCER

Held Over Paradise Restaurant  
Broadway at 94th Street, New York

# Disc Reviews

By Abel Green

## Lud Glushko

Brunswick, since taking over the Columbia label, is building up Lud Glushko and his Continental orchestra for the American disc market. Col. 2251-2 couples two waltzes; and "The Continental" from the RKO picture, "Gay Divorce," with the traditional Mexican "La Cucaracha" on the other. Latter couplet is in 4-4 tempo, Chiquito warbling the original Mex lyrics, but it's played in a strict foxtrot rhythm. The waltz duo in "Moonlight on the River Danube," smartly attuned to the current Viennese waltz revival trend, backed by another picture song, Victor Schwaninger's beautiful "One Night of Love" from the Col. flick of that name.

## Joanette MacDonald

Whiteman-Mark Weber. Most Viennese walking on Victor 24730, with the co-star of Metro's "Merry Widow" singing the titular waltz and the equally classic "Villal," Miss MacDonald, in fine, full-voiced soprano, which the skilful Victor waxing has caught nicely, is backed up by the M-G-M orchestra, tutored by Herbert Stothart of the studio's composing-orchestra staff. Of course, Franz Lehár, it be or his original Viennese libretto collaborators ever hear the new Lorenz Hart lyrics, may wonder, but it was Metro's idea to refurbish the 1905 operetta success with some 1934 tinpanaloo.

In similarly enterprising manner Victor has issued No. 24729 its best "Merry Widow" waltz recording by the Continental Mark Weber orchestra, "canned" abroad some years ago, but how endowed with a "big" label and the Metro derivation, just to keep it up to date. Similarly, Paul Whiteman's previously recorded and still corking foxtrot version of "Villal," with Jack Fulton vocalizing, has been revived for the companion piece.

## Phil Regan

Now badlyhood during his Hollywood novitiate and buildup as the Brooklyn singing cop, Phil Regan, who's been around the N. Y. airwaves for not little time up until Warner Bros. gave him his big opportunity, returns on Columbia 2464 with a pair of picture songs out of Metro's "Student Tour" (Fried-Brown). They're "By the Way" and "New Moon Over My Shoulder," which Regan fashion in more than adequate baritone to orchestra accompaniment.

## Henry King

The disk tick-tock-teeter of artists moves King back to Columbia with four nifty fox-trots in the equally nifty King style of damascation. No. 2469 is "Don't Let It Bother You" and "A Needle in a Haystack," both out of "Gay Divorce" (Radio pic), but respectively authored by Gordon-Reed and Madison-Conrad. Joseph Rudy vocalizes. Col. No. 2550 pairs "What About Me," by Schwartz-Dietz, but from any show or picture, with "Wish Me Good" and "It's Goodbye" (Ager-Davis), one of the best of the new crop of fox-trot ballads. Some goes for the first, but the latter has something on the ball that should make it last.

## Rudy Vallée

Victor 24723 holds "Strange" and "Love"—two of the smoothest fox-trot ballads on the market, fittingly interpreted by the Connecticut Yankee, with Vallée vocalizing per usual.

## Andy Iona-Sol K. Bright

Distinctive Hawaiian music by these two combos. Andy Iona and his Islanders are on Columbia 2933 with "I've Found a Little Grass" (Kirt) (Johnny Noble-Harry Owens) and "For You a Lei" (Hayet-Noble), wherein Iona, Alan Kohl, Allen Kin and Dan Stewart vocalize as featured members.

Victor 24734, by Sol K. Bright and his Hawaiianians, includes a trio in the novelty instrumental form of "Little Grass" (Kirt) paired with "Mahini Mele" (R. Alex. Anderson).

## Jan Barber

This band has been coming along in great style, developing itself in more than one way, so that on Victor 24780-1 they register handsily with the quartet of forces, all in different style. "Rain" is almost classic in its prayer for the elements to relieve the drought. It's by Billy Hill and Peter De Rose, distinguished for their quiet ballads, but it's more than just another "billy" tune. "Blue Bly Avenue" from U's "Gift of Song" is another worthy fox. "Wild Honey" and "Just Once Too Often" on No. 24731 are brilliant dance tunes. Lee Bennett vocalizes in all instances.

Joe Roman's orchestra at the Hotel Charlotte, Charlotte, N. C., which recently went under new management, Joan Wells, who left a Florida church choir to join the band, is torch singer.

## Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing, according to the number of combined plugs on WJAF, WJZ and WABC.

2 Cigarettes in Dark  
2 Shiny My Heart  
1 Saw Stars  
Lost in Fog  
One Night of Love  
Isn't It a Shame  
Pardon Southern Accent  
Love in Bloom  
Only Have Eyes for You  
The Continental  
Very Thought of You  
Pl. Close My Eyes  
Stars Fall on Alabama  
New Moon Over Shoulder  
For All We Know  
Learning  
Out in Cold Again  
Give Heart to Sing To  
Ma Cha Cha  
I'm Lonesome Caroline  
If I Had a Million  
Reelin' Pie  
Touch of Your Hand  
What Difference Do You Make  
You're a Builder Upper  
Blue in Love  
Don't Let Bother You  
Quiet of Autumn Night  
I'm in Love  
They Didn't Believe Me

## Henderson-Kohler Foxing

Hollywood, Oct. 8. Ray Henderson and Ted Koehler have been engaged by Fox to write the tunes and lyrics for its musicals.

This is Henderson's third trip to Fox. First with DeSylva, Brown & Henderson as producers. Last year he was here for the "Scandals."

Edgar Berman has tied up the club bookings at the Waldorf-Astoria for a period of two years. Franchise was formerly held by the NBC Artists Service.

## Inside Stuff—Music

"One N. Y. hotel spot is said to have offered a band a contract for a 50% kickback on future earnings for the next two years. The hotel for some time within the ranks with a chiseling eye proceeds on the theory that the hotel's radio wire is a valuable builder-upper, and that the resultant popularization should yield big returns for the future.

On this theory some argue that apart from the big name bands who are big, and enjoy a rep for reasons all their own, none of this etherizing from hotels, nite clubs, etc., no matter how intensively it's been done, has proved of commercial value. It may have made the name of the band a bit better known, but it's not resulted in the bands becoming attractions and thus increasing their own incomes. There is quite a bit of statistical evidence to support this premise. It doesn't apply to Whiteman, Lombardo, Casa Loma, et al., who are draws regardless, but a host of bands in the intermediary hotels, nite clubs, restaurants, etc., who, on the air from four to eight times a week, haven't been able to cash in on the other rep, either through a radio commercial or otherwise.

Jack Mills is publishing four of the tunes that Lucienne Boyer is doing in "Continental Varieties." One of the songs, "Hands Across the Table," got its initial airing in this Broadway magazine. Mills has also obtained the publishing rights to the score for the new Paradise restaurant show by Sammy Stept and Ned Washington, as well as the tunes turned out by Ed Delaney and Joe Myrow for the Delmonico cafe's revue. Will Hudson, composer of "Moon Glow" and "White Heat," has signed an exclusive contract with Mills Music, Inc.

Right now Robbins Music Corp., although affiliated with Metro and controlled by that company, has a 100% popular catalog. Only picture songs current are the "Merry Widow" tunes and these are characterized as reprints by Jack Robbins.

Robbins has sailed on a recuperative health and business trip to Hollywood, via the Canal, in order to get a line on some future Metro film musical songs.

Phonographic records to preserve the vanishing languages of Pacific Coast Indians are being made by Dr. Myrdin Jacobs, University of Washington anthropologist. Using special recording equipment, Dr. Jacobs and Orin Johnston, university student, made a tour of Indian villages, inducing tribesmen to speak and sing in their native tongues.

Melody News, house organ for Mills Artists, Inc., and other Irving Mills enterprises, made its debut last week. Initial issue was in standard newspaper tab format and ran eight pages. Ned Williams is the editor. Paper contains news matter pertaining to other than Mills artists and song publications.

"Stars Fell in Alabama" is one of the few instances of a pop song deriving its title from a book publication. (Pearl & Rinehart.) Many film and play title ditties, but rarely literature-inspired.

## WABO! NEW PIANO

Colonial Spinnet Model Resasbas  
Greatest Show Rooms.

Los Angeles, Oct. 8.

First of the new Spinnet colonial type grand pianos, just put on the market by Mathusack, of New York, has reached the showrooms of the Southern California Music Co.

First new piano model to be turned out in some years, this Spinnet, because it is designed primarily for colonial types of homes, will be only sparingly stocked.

## Abe Meyer Moves For World Film Rights to Operas

Hollywood, Oct. 8.

Abe Meyer has been named Hollywood rep by eight of the largest international music publishers to negotiate world picture rights for operas. Firms for which he will deal are G. Ricordi of Milan and New York, controlling the works of Puccini and Verdi; Eban-Vogel of Philadelphia, publishers of Ravel and Debussy music; Robbins Music Corp.; De Sylva, Brown and Henderson, publishers of much of Broadway show music; Salabert, of Paris; E. F. Kalmus; Sonnemann, and Southern Music Publishing Co. These firms control majority of copyright operas and classic and semi-classical product.

First deal by Meyer, who also handles the Meyer Synchronizing Service, is with Paramount, which will use arias from "Rigoletto," "La Traviata" and "Il Trovatore" in its picture, "Enter Madame."

## New Nitory Opens in Seattle Sans Dancing

Seattle, Oct. 8.

Davey Jones' Locker, managed by Larry Guterson, son of Mische Guterson, band leader, and associated in ownership with the Locker in Spokane, is Seattle's latest nite spot.

Tom Kelly in owner, with small band and occasional two, but sans dancing. This because no license had yet been obtained for beer-bar operation.

## Publishers Want to Drop ASCAP Suits, but Society Won't Listen

### Proa

Fellows that do the contacting of bands and performers for music publishers don't want to be referred to as song pluggers. Tag, they say, carries a stigma with it, and they would prefer to be known as "professional men."

Several of them propose to bring the matter up when their newly formed association, Professional Music Men, Inc., holds its next meeting. They will urge that the trade papers be petitioned to refrain from using the word "song plugger." Dubbing them "professional music men" or "publishers' contactees" would be of help to them in their dealing with the networks and ad agencies, the proponents of the petition aver.

American Society of Composers, Authors and Publishers, which is being sued in several different actions by the Robbins, Sam Fox and E. H. Marks music pub firms—all of them publisher-members of the Society—is said to be making overtures to settle the suits. Companies, however, are adamant in going through with the proceedings, now that they've been started, until full satisfaction of all claims is made.

In Robbins' suit against the ASCAP, the examination of officers before trial has been going on secretly in the Society's chambers. Thus far Gene Buck and Louis Bernstein have been examined. E. C. Mills and Saul H. Bernstein not yet, but will be, if and when necessary.

Matter has been adjourned until November. Trial was to have come up this month in the N. Y. Supreme Court.

In all instances the publishers are asking for increased classifications in the ratings of ASCAP on allegations of seniority and importance of their performed song copyrights. Robbins also asks for royalties divided across through having been demoted on an alleged technicality because the copyrights were not properly vested in Robbins Music Corp.'s name but in that of Metro-Goldwyn-Mayer Distributing Corp. Since then MGM (which owns 51% of Robbins) assigns its copyrights to Robbins; but first copyrights all the songs in its own name as a means to protect itself on all public performance, when Metro pictures are released abroad. Through this, the misunderstanding between Robbins-Metro and ASCAP arose.

## BALTIMORE N. G. FOR 'STORMING NAME BANDS

Baltimore, Oct. 8.

Though it never attained major importance, locally, the once fairly active promoting of nationally known name bands for single-night dance engagements has just about ceased as far as Balto is concerned.

During the summer only Don Redmond came through, and his outfit engaged but a fair gate. Prior to that Casa Loma played a college prom in May. Last winter was far from great shakes for the one-nighters.

This fall and approaching winter look most barren. There isn't a single promoter at present around town nor on horizon with plans of bringing the same aggregations for a quick in and out. Even its Dixon, colored dancehall booker, who in the past has dished out more dough than in his white rivals for musicking outfits, having in the Caldwells, Ellingtons, et al. (using Negro outfits exclusively) as often as they were available for colored hooding one-night jubilees, has slowed up so considerably he is almost at a standstill.

Frat, societies and clubs which in the past, through their large memberships and consequent big underwriting powers, were able to have the top-holders dish the damnsation for their shindigs, have been using, and plan to use in future, local or regional orchestras, which they can obtain for unimportant coin.

Niteries ditto, but that is largely characteristic of 'em here. Lord Balto hotel has Sleepy Hall outfit at present, but the others are currently offering and planning to offer in future just fair bands without any rep, figuring they'll build following when installed. Operators of the spots figure such crews are proportionately more profitable than expensive name acts.

## FRANK GRAVES CHARGED WITH ABANDONING SON

Albany, Oct. 8.

Frank Graves, former Albany orchestra leader who sued Paul Whiteman over the title "King of Jazz," is under arrest here on a charge of abandoning his seven-year-old son, Raymond, on the steps of a Boston church. A warrant, issued in Boston, was forwarded to Albany police. It is charged that Graves took the child to Boston, placed him on the church steps with a note asking priests to care for him and then returned to Albany. Graves has been released in \$2,000 bail pending a hearing in Police court Oct. 25. Boston authorities say they will ask that he be extradited to stand trial.

The former band leader has been driving a truck for an Albany liquor store.

## BALTO MUSICIANS ASK GOVERNMENT SUBSIDY

Baltimore, Oct. 8.

Local No. 49, Musicians' union, has approved a drive currently under way on impetus of a recently formed group of amusement painters and sculptors, called Artists Association. Group has joined with the local Federation of Architects, Engineers, Chemists and Technicians, to petition the FEHA officials in Washington to inaugurate civic projects that will give work to the members.

The musicians here are seeking government-backed work, the union avers, instead of direct relief, and want the FEHA to undertake establishment of amusement centers in which the musicians can supply entertainment to those on relief rolls, for which it is proposed that the entertainers come into direct recompense coin.

Similar plan was outlined last December, when civic leaders here approached the NRA officials in Washington with the proposition that unemployed musicians should be paid to provide entertainment in hospitals, orphanage, and aged homes during the holidays. At that time all unemployed musicians were to be spotted and the union itself didn't initially propose the plan, but endorsed it. Project collapsed before it bloomed.

## Paige Plays Chinese

Hollywood, Oct. 8.

Raymond Paige orchestra of 25 men goes into the Grauman's Chinese as a stage attraction when house reopens, possibly Oct. 13, as a three-a-day, first run, playing U. A. and 26th Century product.

Paige combo will play a 30 min. program at each performance, "Affairs of Cellini" (U. A.) set for opening attraction, with 65c top nights and 40c mats.

## Goodmans Lose Boy

The Al Goodmans lost their 14-year-old son Saturday (6) following a second emergency operation and blood transfusions at Doctors' hospital, New York, as the result of complications resulting from an appendicitis operation.

Goodman's only other boy died some time ago. His third child, a daughter, now married, recently made Goodman one of the youngest grandpops on Broadway.

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M. S. T.—7 p. m. P. S. T. M. S. T.—8:30 p. m. P. S. T.

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